

MODERN PACKAGING

TECHNOLOGY DEPT.

BUSINESS & FINANCE

First 3000



SEPTEMBER 1937

R v.11 Sept. 1937 - Feb. 1938

WAKE UP *Sleeping Sales*



Is your product dozing too complacently on some dealer's shelves? If that is the case, look to your package—it may be napping on the job. It probably lacks spark, get-up, display-value, salesmanship—all the things that a Canco container can give your product.

AWAKE AND MOVING FAST!

This handsome fibre container is working full time for its product. Note the handy, easy-pouring spout that permits the user to measure the quantity of color powder required. Canco specializes in this business of pepping up sales through modern containers. Write today and discover how easily you can enliven your package.



Convenient pouring spout

SALES APPEAL IN ONE EASY LESSON!

This quality enamel gained extra selling power simply by changing from a paper labeled can to a brighter, more colorful, lithographed can. Do you know how inexpensively you can make this profitable change in your container? Canco has an economical answer.

DISPLAY TO SPEED SALES!

How to display 12 different perfume odors and have adequate dealer's stock within easy reach on the counter! That was the difficult merchandising problem successfully solved by this brightly lithographed display. The glass front exhibits the different perfume vials to advantage. The sliding trays in back hold six of each perfume odor. Sales are made easier and faster. Another successful display by Canco.



CANCO

AMERICAN CAN COMPANY

230 PARK AVENUE, NEW YORK, N. Y.

104 W. MICHIGAN AVENUE, CHICAGO 111 SUTTER STREET, SAN FRANCISCO
WORLD'S LARGEST MANUFACTURER OF METAL AND FIBRE CONTAINERS

Reck.



SOME PACKAGES are merely *pretty* designs . . . they look swell on milady's dresser, or on a shelf in the bathroom cabinet ▶ ▶ ▶ But when it comes to convenience they are too large or too small . . . they slip from between soapy fingers . . . their closures fail to seal or stick to the threads of the containers ▶ ▶ ▶ Phoenix C T Caps will remedy that *final* detail . . . they seal securely, remove easily.

PHOENIX METAL CAP CO.

2444 W. SIXTEENTH ST., CHICAGO ★ 3720 FOURTEENTH AVE., BROOKLYN

MODERN PACKAGING

D. E. A. CHARLTON, EDITOR

C. A. BRESKIN, PUBLISHER

VOLUME 11

NUMBER 1

SEPTEMBER, 1937



Courtesy Western Union

NEXT MONTH

House-to-house sampling has grown to astounding proportions. So has sampling by mail and messenger. Next month, MODERN PACKAGING presents a study by the Institute of Package Research of present-day sampling methods, analyzing the various constructions and devices available for sampling and suggesting wider uses and greater effectiveness for the sample package.



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HERMETICALLY SEALED!



to be ever-fresh

yet it's easy to open - - -

- - - wrapped on REDINGTONS

DON'T let loss of moisture or penetration of atmospheric moisture (humidity) make your product flat and flavorless—lose sales for you. Read how The American Chicle Co. eliminated these “twin enemies” of customer-approval.

Redington Engineers were called into consultation with American Chicle's own able staff. After much experiment the present package was designed a *hermetically sealed* wrap that stands like a sentinel guarding the delicious flavor of Dentyne.

So tight, however, was this moisture-proof seal that still another modern device was necessary—the Easy Opening Tape—a “gadget” long familiar to the Redington Engineering Staff.

300 PER MINUTE

Speed and economy of production were equally important factors in designing the Dentyne wrap—and the Redington Wrapping Machines came through the complete wrapping job, including the Easy Opening Tape, being done at the rate of 300 packages per minute.

Today a battery of Redingtons for Dentyne are operating in American Chicle Co.'s Long Island plant to take care of this product's steadily increasing sales.

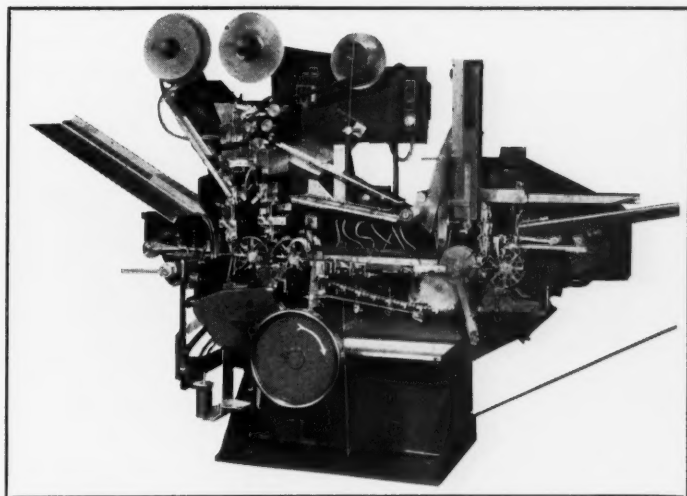
Redington Packaging Machines are handling other special moisture-proof packages Junket and Eastman Kodak Film in both cases *preventing* atmospheric moisture (humidity) from getting in and ruining the product.

And there are still other types of Redingtons doing equally efficient jobs, such as for Cartoning, Carton Sealing, Cellophane Wrapping. *Further detailed information will be gladly sent upon request.*



Other Redingtons Do Other Work for American Chicle

In addition, other Redington Machines are in the American Chicle Co. plants . . . cellophane wrapping Tempers . . . wrapping Chiclets and their foreign product, Chiccos ("1-2-3") . . . cartoning and Cellophane Wrapping the 5¢ size of Chiclets . . . wrapping penny sticks of Beeman's Gum and Dentyne.



F. B. REDINGTON CO. (Est. 1897) 110-112 So. Sangamon St., CHICAGO, ILL.



REDINGTON

Packaging Machines

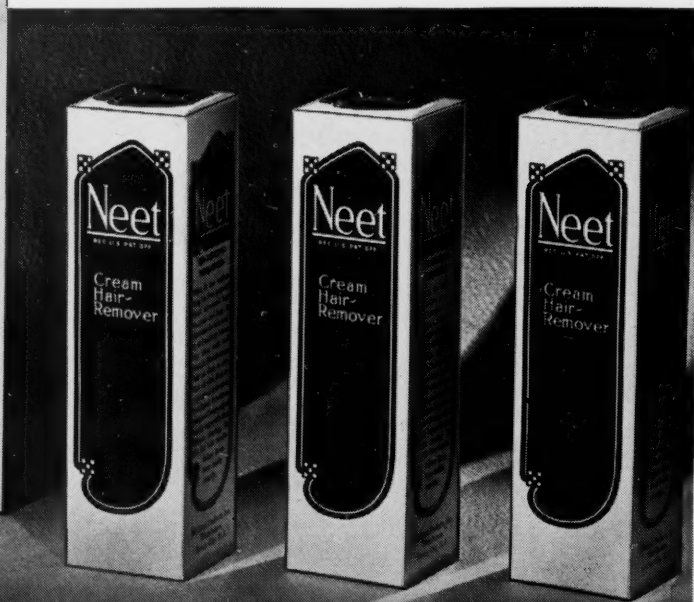
for CARTONING • CELLOPHANE WRAPPING • CARTON SEALING



DO A
Bigger
SELLING JOB!

A. C. M. CLAY COATED CARTONS

and carton board can help you add tremendously increased merchandising power to your products. Your cartons fashioned from this snow-white, better bending board will have outstanding brilliance of colors and varnish. They'll be smoother, stronger, more rigid. Shoppers will be quicker to appreciate the quality and value of your product. *Consider also, ACM Clay Coated JUMBO CARTONS . . . the favorite display units of many retailers. These giant replicas of your product are extremely efficient sales-makers. Specify ACM Clay Coated board for your next carton job. *It's the only Carton Board with TWO COATS of liquid clay!* Double coating gives a better, smoother printing surface. Our staff of expert designers will be glad to create a new sales getting package for you. Suggestions, samples and cost estimates cost you nothing. Write today!



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NO. 218

Illustrating one item in a complete new line of metallic papers, with uniform brilliance and at a reasonable price. This paper lies flat and works well on any pasting machine. Compare it with any gold paper you know about and note its superior qualities.--Here is a paper worth your notice. Why not send for free working sheets, also of platinum and let us quote you on this metallic box paper.

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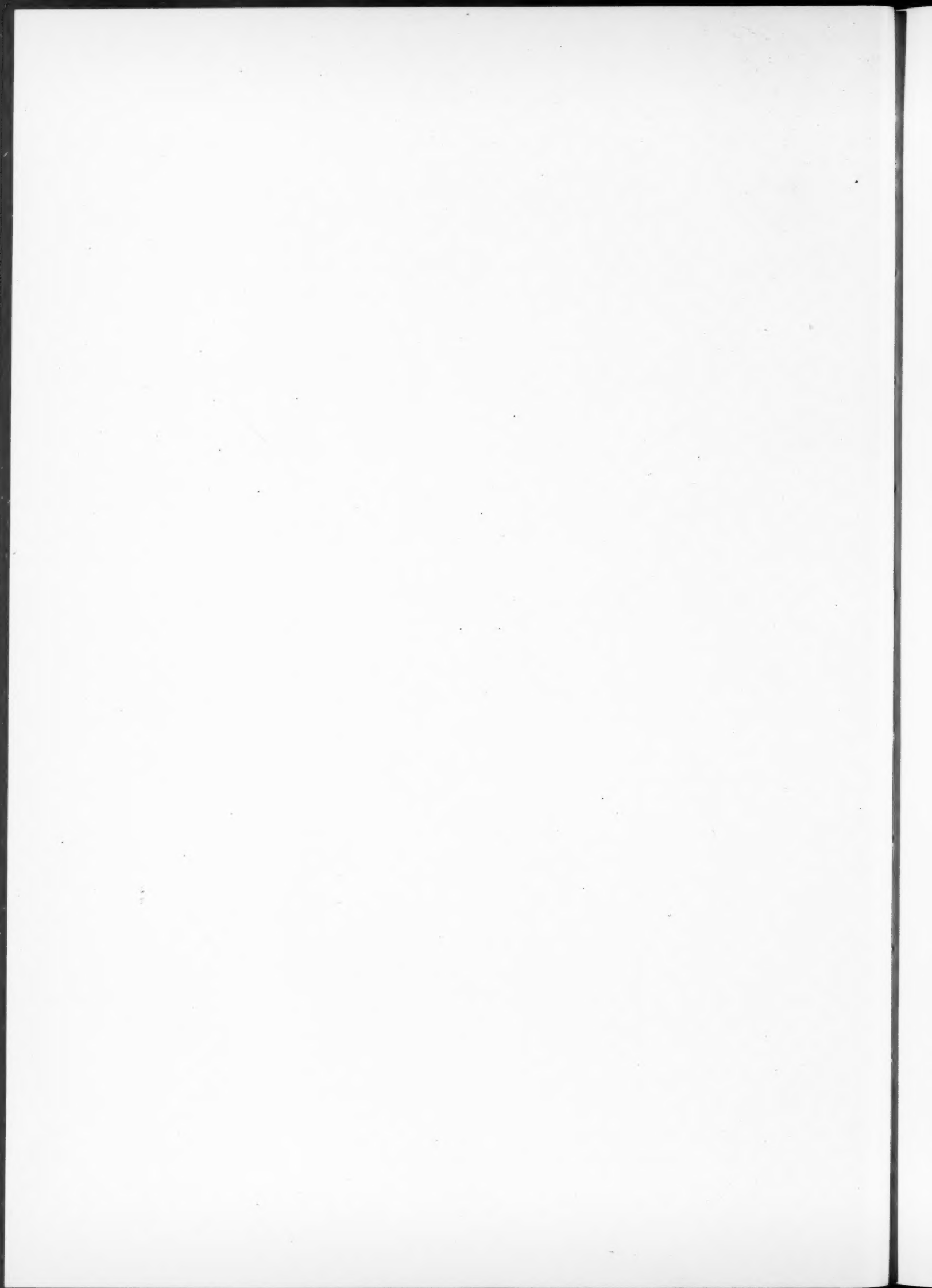
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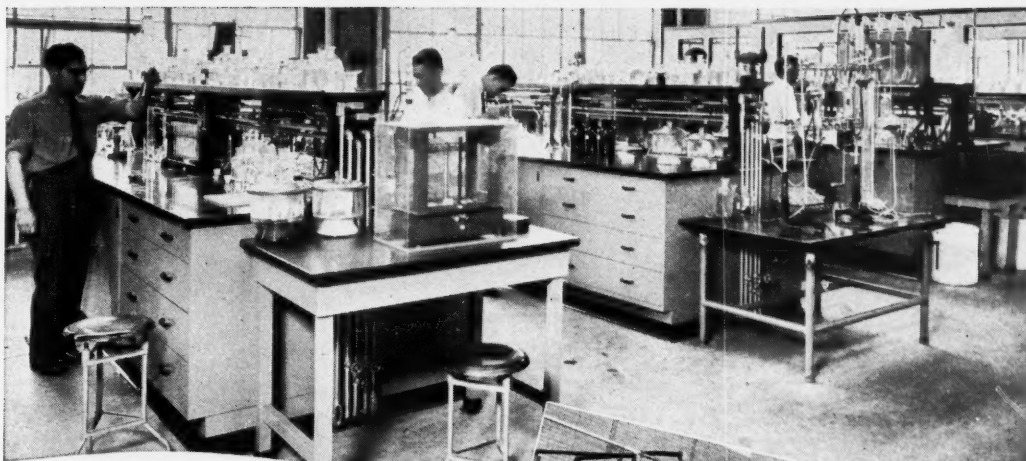
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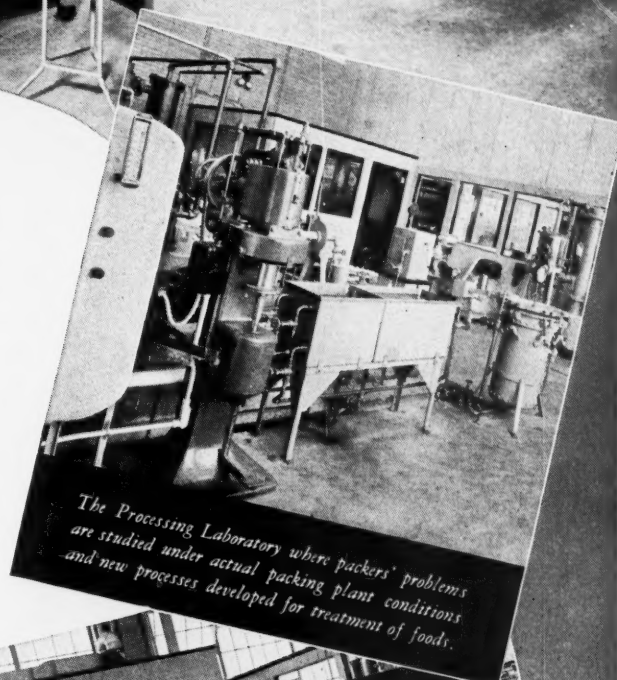


Complete LABORATORY SERVICE

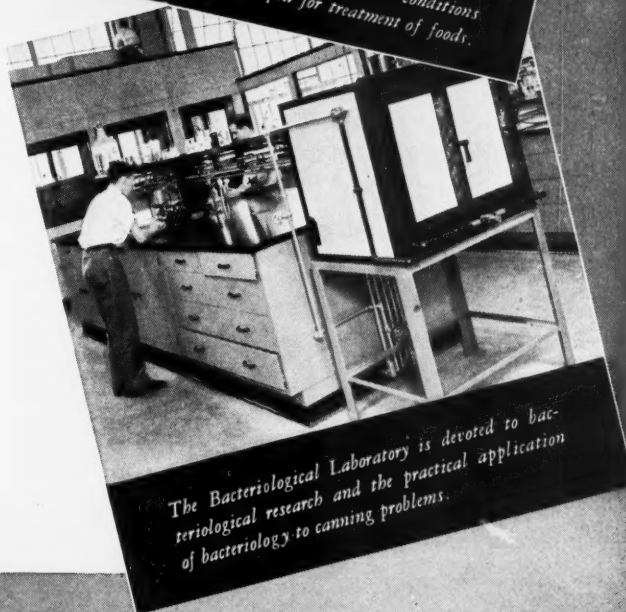
THE Crown Can Laboratories are among the finest and most modern in the country. They are unsurpassed in their completeness of equipment and ability to serve.

These facilities are always available to users of Crown Cans to assist them in solving packaging and processing problems. A representative will gladly explain the many advantages that Crown Cans and Service offer you.

Packers Cans for 1937 sold f.o.b. Philadelphia, Baltimore, St. Louis, Houston, Madison and other selected points.



The Processing Laboratory where packers' problems are studied under actual packing plant conditions and new processes developed for treatment of foods.

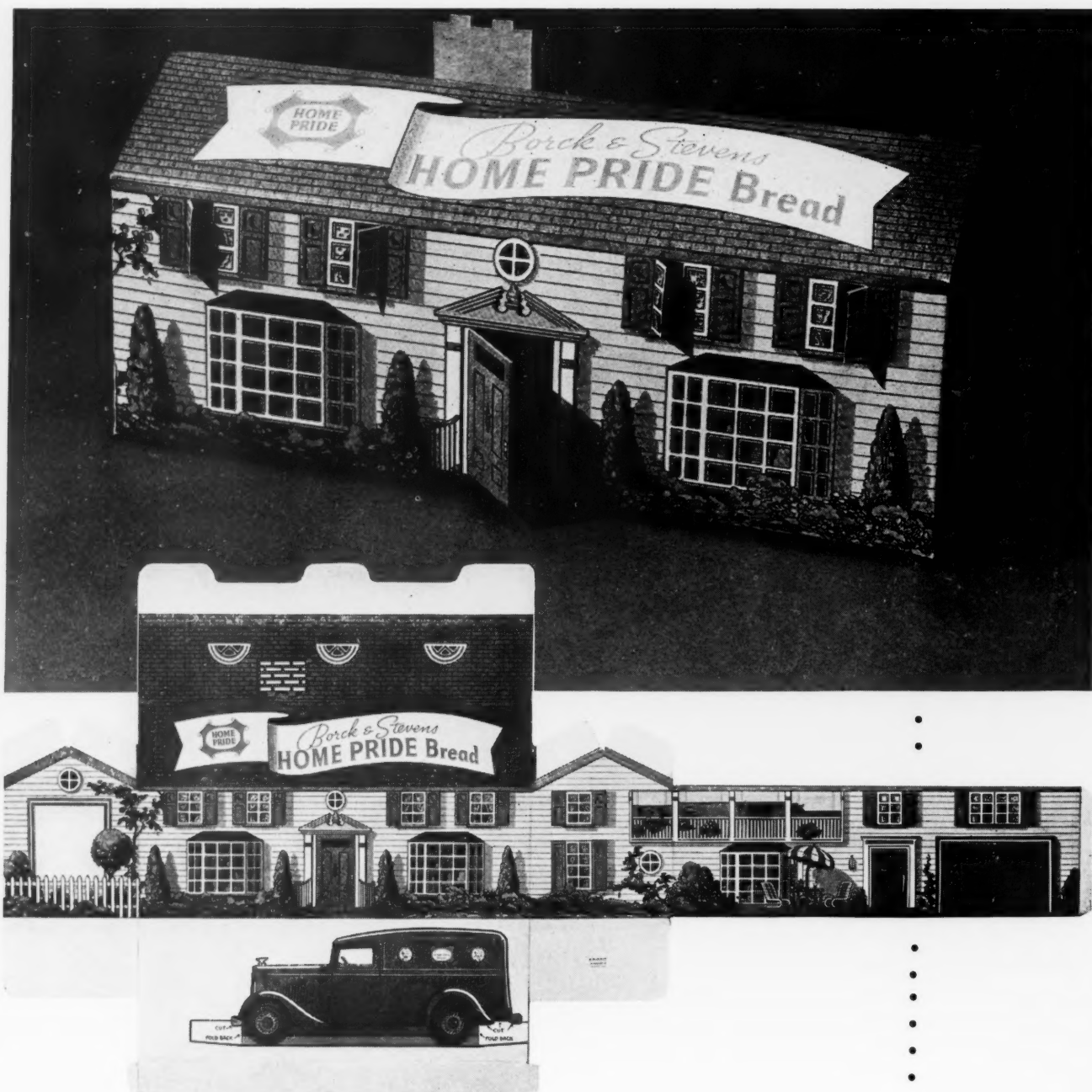


The Bacteriological Laboratory is devoted to bacteriological research and the practical application of bacteriology to canning problems.

CROWN CAN COMPANY • PHILADELPHIA, PA.
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Independent and Helpful

DIVISION OF CROWN CORK & SEAL COMPANY



FOLDING NOVELTIES

A one-piece light weight package to hold a loaf of bread . . . in many colors . . . windows and doors that open . . . a delivery wagon to cut out when the bread is used . . . here is a Warnercraft novelty package easily handled with our modern facilities.

Equipped as we are for mass production on folding boxes as well as for intricate hand made boxes, we are able to devise and produce without bias the most effective containers by whichever construction is most economical and practical. Possibly we can help you in your packaging and merchandising problems.

WARNERCRAFT
THE FINEST WORD IN PACKAGING

SET-UP BOXES

FOLDING BOXES

DESIGNING SERVICE

THE WARNER BROTHERS
BRIDGEPORT CONNECTICUT

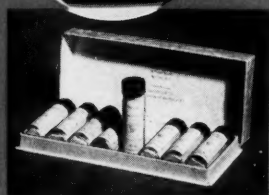
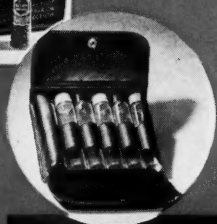
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COMPANY

SAMPLING...

THE GATEWAY TO WORLD MARKETS

*It all started
from a **SAMPLE**
of Tobacco...*



AN insignificant sample of tobacco—brought back to England from Virginia in 1585 by Sir Francis Drake, and introduced for pipe smoking among Elizabethan courtiers by Sir Walter Raleigh—rapidly won the entire civilized world. From a trifling **SAMPLE**, tobacco production today approximates 4,000,000,000 pounds annually!

The art of **SAMPLING** has grown in importance through the centuries. In modern fields of merchandising, in carrying sampled and packaged articles to the markets of the nation, Kimble Glass Vials play a mighty important role. Manufacturers of perfume and powders, laxatives and liniments, chemicals and cosmetics, find Kimble Vials to be ideal sampling agents and miniature show-windows to capture the fancy and preference of the shopping public—of dealers and jobbers—of medical and research men. Through well-planned sampling and attractive packaging in colorfully labelled and closed Kimble Vials, sales resistance dwindles, new interest is awakened, and valuable new profits are realized.

No sampling problem or packaging program can afford to overlook Kimble Glass Vials and their unlimited possibilities. Consult Kimble today and see how easy it is to adapt these strong, retempered, remarkably convenient vials to meet your specific requirements.



• • • *The Visible Guarantee of Invisible Quality* • • •

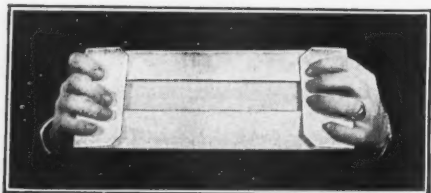
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NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON

SEPTEMBER 1937

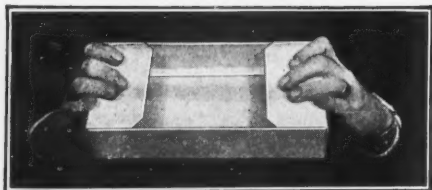
7

We can help you, too . . .

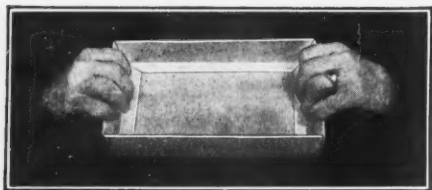
USE SIMPLEX BOXES



1. Simply hold lightly at ends



2. Press straight together



3. Push down flaps with fingers



Trade Mark
Made Under License in All Parts of
The U. S. A. and Canada

"An economical box that is folded from a blank with internal locks."

Simplex boxes permit of economies in production. They save in setting up, packing, handling and storage.

Special boxes for individual customers are made for manufacturers in many different industries.

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Use Simplex boxes.

Your Inquiries are Invited.

SIMPLEX PAPER BOX CORPORATION
LANCASTER, PENNSYLVANIA

"The Solution to the Set-Up-Box-Problem"



W
C

EASY TO SEE - EASY TO SELL

MODERN PACKAGING by *Dennison*

takes products out of competition — makes them **LOOK BETTER** so they will **SELL FASTER**. **HOW** this is done depends on the product and the problem. It may be a box, a wrapping, a tag, a label, a seal, an envelope, or a complete display unit. Dennison's Packaging Service — backed by 93 years of experience — is prepared to take your product, make it **SEEN**, make it **SELL**.

FOR EXAMPLE

Here's the way Dennison took its own medicine — made six staples one of the fastest sellers in the stationery field.

► These six items have been on the market for years — gummed labels, gummed reinforcements, transparent mending tape, paper clips, index tabs, thumb tacks. They are useful but undramatic. Dennison's Packaging Service put them in booklike boxes, set the six books on end in a clever holder. This Dennison's Handy Book Shelf, at 50 cents, became an overnight sales sensation.



**WILL YOU ACCEPT A DENNISON'S BOOK SHELF WITH OUR
COMPLIMENT — SEE OTHER SIDE OF THIS PAGE**

13 Ways

Dennison's Packaging Service Can Help You Increase Sales

Here is a check list of Dennison's Packaging Services. Go over them with YOUR own problems in mind. See how MANY ways Dennison's long experience and technical skill can turn problems into profits for you.

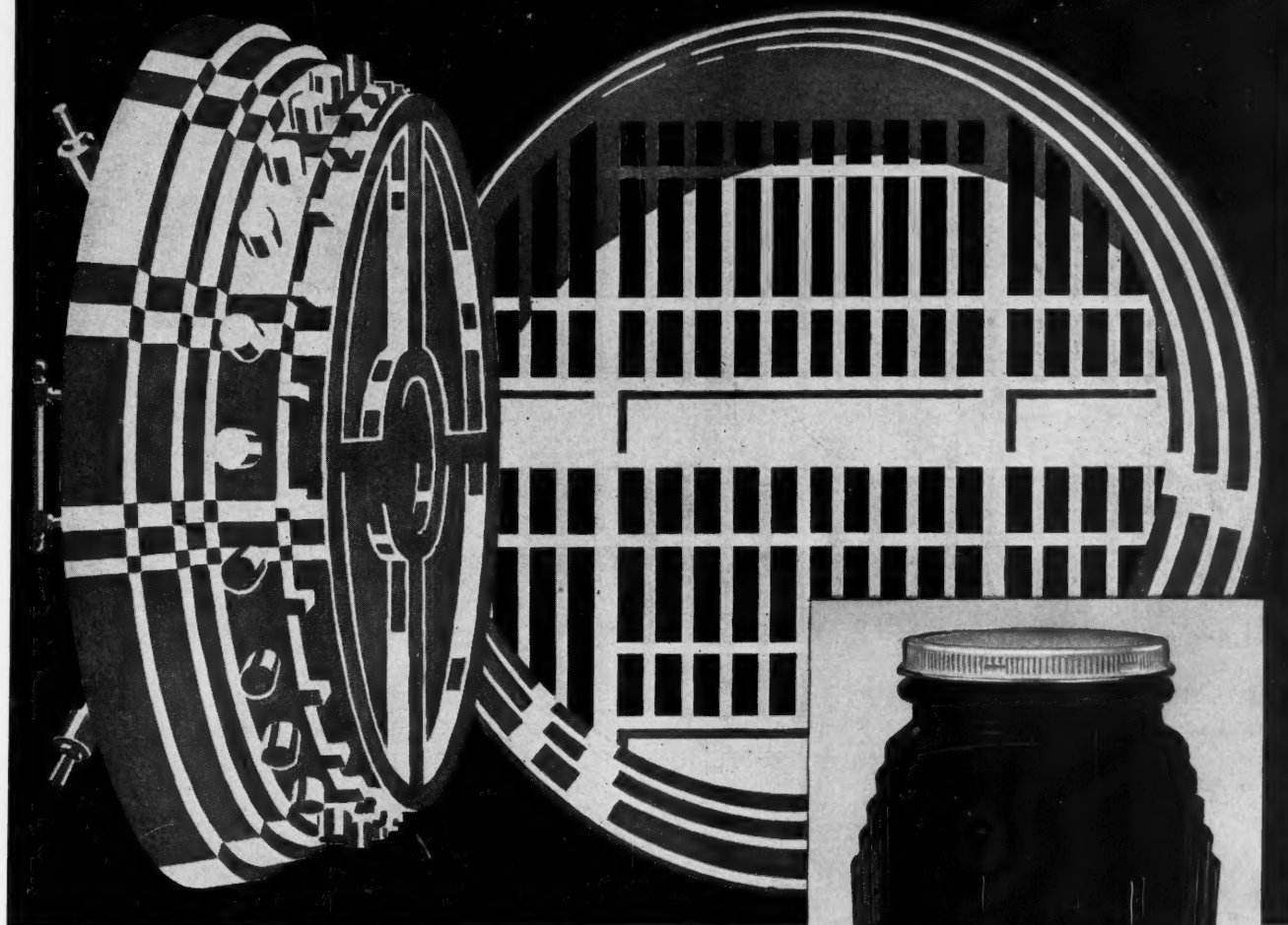
- ☐ BOXES
- ☐ TAGS
- ☐ LABELS
- ☐ SEALS
- ☐ PRINTED WRAPS
(Paper, Bronze, Foil, Transparent
or Colored Cellophane)
- ☐ ENVELOPES
- ☐ COUNTER DISPLAY CARDS
- ☐ WINDOW DISPLAY CARDS
- ☐ WINDOW DISPLAY MATERIALS
(Draping and Semi-rigid)
- ☐ WINDOW DISPLAY SETS
- ☐ WINDOW INSTALLATION SERVICE
(in conjunction with Window
Display Syndicate)
- ☐ TELL-U-TAGS
- ☐ PACKAGE ADVERTISING
(Inserts, Gummed Labels)

SEND THIS CARD FOR YOUR FREE HANDY BOOK SHELF

— and let us send you at the same time actual samples of
packaging ideas Dennison has created for products in your field.

Dennison Manufacturing Co. FRAMINGHAM, MASS.

DOUBLE SECURITY



WISE people keep their valuables in a safe deposit vault because it provides greatest security. Wise packers seal their vacuum packed products with VPO Caps for the same reason.

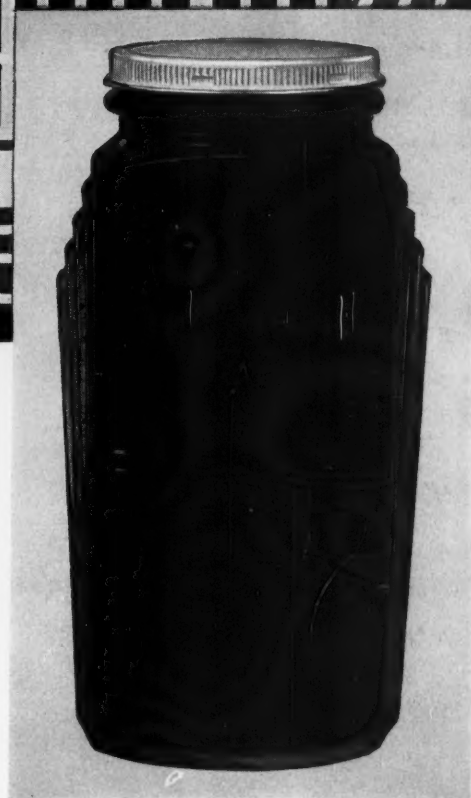
These improved, one piece vacuum caps are exclusive with CCS. Sealing does not depend on vacuum alone. Ingenious indentations in the rim also lock the caps firmly in place. Sealing is doubly secure and dependable.

VPO Caps are also exceptionally easy to remove. They are not distorted in removal and therefore make an excellent reseal.

Any user will tell you that VPO Caps are "tops" for vacuum sealing. They can be applied at any desired speed with the CCS Inline Capping Machine. Write for samples.

CROWN CORK & SEAL CO. • BALTIMORE, MD.

World's Largest Makers of Closures for Glass Containers



VPO
Caps

BETTER SEALING FOR YOUR PRODUCT

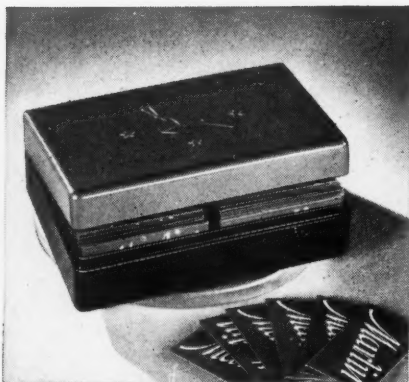
SEPTEMBER 1937

Packaging that Converts *GOODS* into *GIFTS*

MANUFACTURERS who promote the sale of staple merchandise to the holiday trade know the reluctance of many shoppers to give "practical" gifts at Christmas time. Luxury or novelty items often seem to be the chief demand.

Today, through use of lustrous, colorful Bakelite Molded in packaging, utility products, as well as special holiday goods, are readily converted into genuine, fast-selling gift merchandise.

Boxes, containers and other packages made from Bakelite Molded have the unmistakable appearance and "feel" of quality. When designed for dual use... first as a package, then as cigarette container,



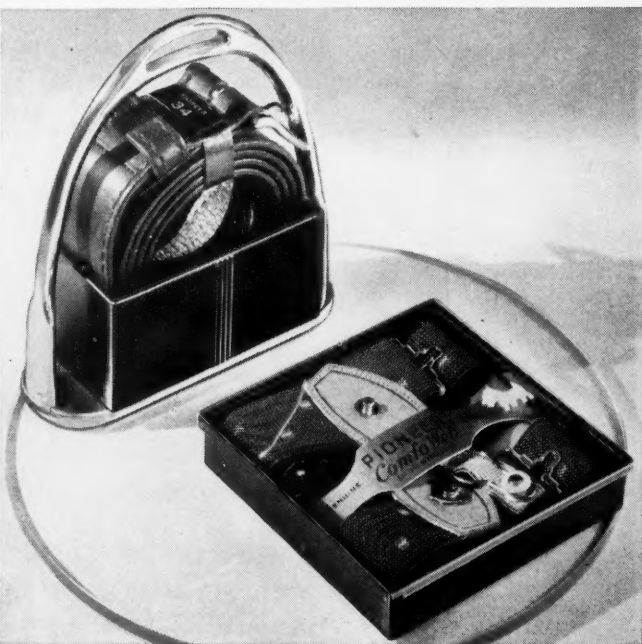
Marlin Razor Blades in smart red and black Bakelite Molded gift box suitable for later use as jewel case, or other utility container. Molder, Auburn Button Works.

(Below) Gem Safety Razor in mottled brown case of Bakelite Molded. Molder, Mack Molding Co. (Right) Pioneer Belt and Garters in lustrous Bakelite Molded gift boxes designed for secondary use as ash trays.

jewelry case or other personal convenience... they offer added sales appeal for gift use.

Bakelite Molded packages may be obtained in many standard types and sizes with wide color selection, or may be produced, economically, in practically any special size or shape, and in numerous colors and color combinations.

In the planning of holiday packaging, manufacturers and package designers are urged to consider the exceptional opportunities for obtaining combined beauty and utility advantages through use of Bakelite Molded. Write for our interesting booklet 8C, "A Guide to Modern Packaging with Bakelite Materials".



BAKELITE CORPORATION, 247 PARK AVENUE, NEW YORK, N.Y.
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Canada West Coast: Electrical Specialty Co., Inc., 316 Eleventh Street, San Francisco, Cal.

BAKELITE

REGISTERED U. S. PAT. OFF.
"The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the capital 'B' is the Bakelite logo, a symbol of the Bakelite Corporation's products."

THE MATERIAL OF A THOUSAND USES

SEELEY solved the problem
of the siftless shaker top
SEELEY CAN SOLVE
YOUR PROBLEMS, TOO

The Seeley Shaker Top is siftless because its construction provides an absolutely tight closure until opened by the consumer. It looks simple...because it actually is simple and foolproof.

Perhaps the Siftless Shaker is the answer to your problems. Or perhaps your product requires a package construction or a dispensing device of completely different design.

Either way, we say, "See Seeley and save headaches" for Seeley designers, backed by the Seeley organization and its decades of experience, can see you through to a better package at a lower cost.

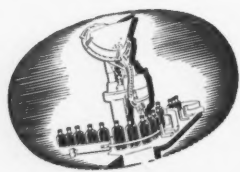
SEELEY TUBE AND BOX COMPANY

360 THOMAS STREET • NEWARK, N. J.

Seeley manufactures a complete line of fibre cans (all-fibre and composite) for the drug, insecticide, chemical, food, textile, wire, baking and other industries. Set-up and "set" boxes for all purposes.



the Alseco sealing creed



1. Seals should seal the product securely



2. Seals should look inviting to shoppers



3. Seals should open easily without tools

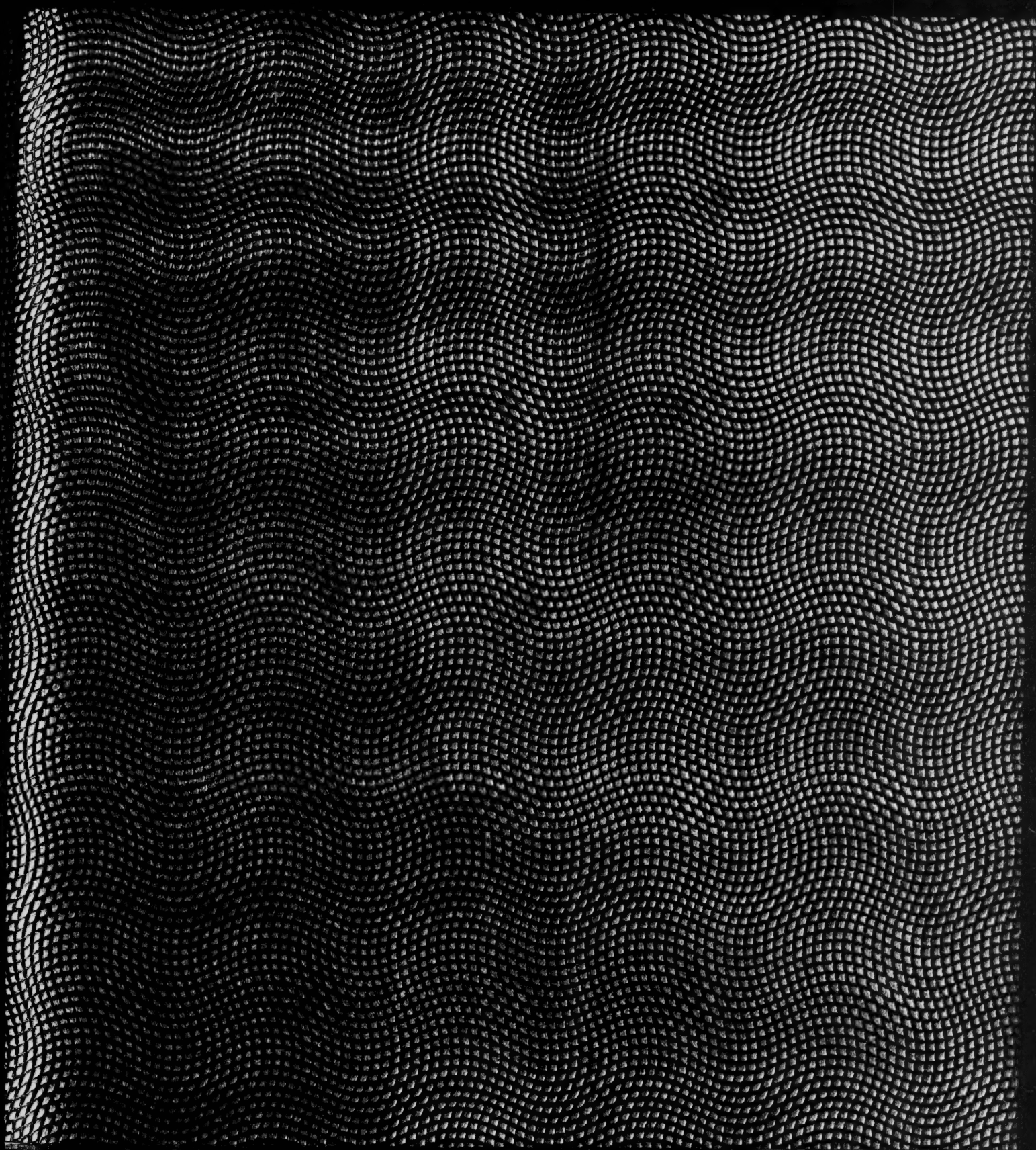


4. Seals should be usable as a reclosure

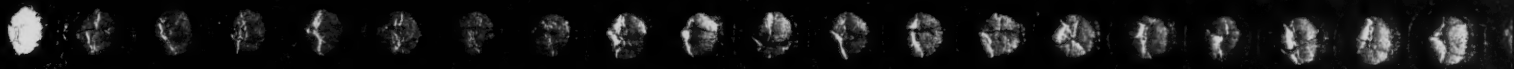
TRADE MARK  REG. U. S. PAT. OFF.

Alseco
SEALS AND
SEALING MACHINES

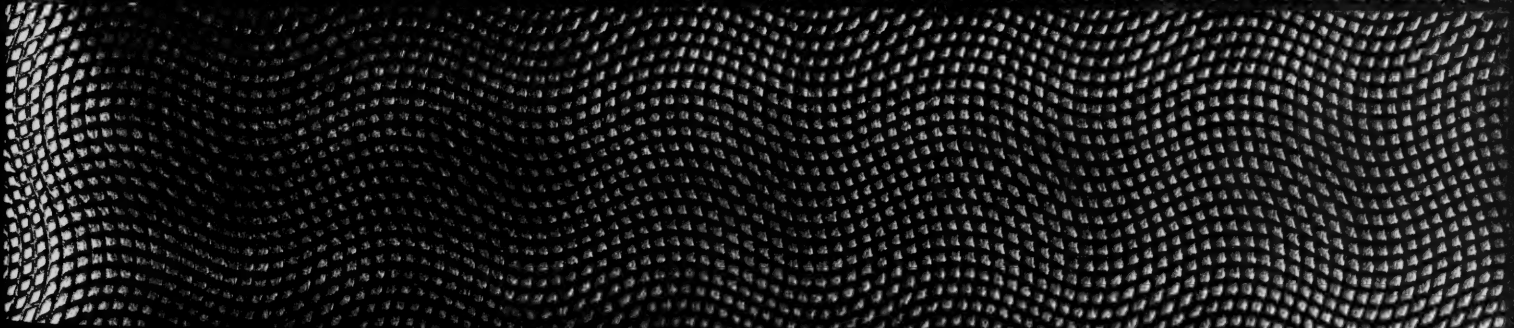
Call it a creed or call it a nutshell. It tells concisely what we believe seals *ought* to do, and what Alseco Seals have been *designed* to do. Alseco users will vouch for that and will tell you that all these jobs are done most efficiently and economically by Alseco Seals. ALUMINUM SEAL COMPANY, Department GP-7, New Kensington, Pennsylvania.



THESE



THESE





Have you tried the New Game?

Up and down the breadth of the land package designers are having more fun than anybody. They are combining Sanderson *border bands* with Sanderson cover papers to produce some of the most attractive and original packages ever devised.

All you need is imagination, a pair of scissors, and samples of Sanderson borders and covers. We will gladly supply the samples. And don't say we didn't warn you if your combination steals an "All-America" Award.

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ALL THE GRAIN IN THIS ELEVATOR
could be packed in the FIBRE CANS
made by the SEFTON PLANT



That's a lot of grain, you bet!

That's a lot of fibre cans, too!

But Sefton could handle such an order with ease.

But what does that mean in terms of your business?

It means that we have the capacity to meet your requirements . . . that we have the varied machinery necessary to give every differing job the most efficient production that engineers can devise . . . that our costs are held to a minimum and our quality controlled by our staff of highly skilled engineers.

It means that we have won the patronage of literally thousands of firms . . . large, medium and small . . . who have made us what we are today. And it means that, to stay big, we must give *you* the kind of service, aid, and production that will hold your patronage.

You'll find a Sefton sales office located in or near your city. Check your classified phone directory under "Cans-Fibre" or wire us and we'll have a representative at your plant in twenty-four hours, or less.



SEFTON FIBRE CAN COMPANY

St. Louis, Missouri • Plants—Maplewood, Missouri • New Iberia, Louisiana

DISTRICT OFFICES: Los Angeles, Calif.; San Francisco, Calif.; Denver, Colo.; Tampa, Fla.; Atlanta, Ga.; Chicago, Ill.; Peoria, Ill.; Indianapolis, Ind.; Terre Haute, Ind.; Des Moines, Iowa; New Iberia, La.; New Orleans, La.; Boston, Mass.; Detroit, Mich.; St. Paul, Minn.; Kansas City, Mo.; Omaha, Neb.; New York, N. Y.; Cincinnati, Ohio; Cleveland, Ohio; Oklahoma City, Okla.; Pittsburgh, Pa.; Chattanooga, Tenn.; Memphis, Tenn.; Nashville, Tenn.; Dallas, Texas; Houston, Texas; Salt Lake City, Utah; Seattle, Wash.



Anchor Caps

A Dutch Colonial Mansion or a Cape Cod Cottage both have for their end and aim shelter, comfort and happy living. Similarly, each cap above is unlike its neighbor yet all have the same objective—protection to the product, efficiency, attractiveness and convenience. By different routes they achieve those results, for each has been specifically developed to meet the naturally divergent requirements of different products, different sealing methods, different package ideas and different pocket-book needs. Hence, there's a real advantage—to you—in coming to Anchor for your closure requirements, where you can get unlimited choice and frank, impartial advice. ANCHOR CAP & CLOSURE CORPORATION, Long Island City, New York; Toronto, Canada. Branch offices in all principal cities.



PACKAGING aids of the first magnitude, helpful factors in the creation of outstanding packages... packages that will prove *star salesmen* for your products... these are the advantages that manufacturers and packers can expect from the use of appropriate styles and designs of Capstan glass containers. There is no single factor that accounts for all this but a combination of excellent modern equipment, an experienced organization, care in manufacture and attention to details. Try Capstan on your next order for glassware; you will be pleased with the service you receive. CAPSTAN GLASS COMPANY, Connellsville, Pa. Associate Company, SALEM GLASS WORKS. Branch offices in all principal cities.

*Capstan
Glass*

Once we HIRED A DEMON salesman



He was a wizard. It seemed that all he had to do was walk into an office and three two-year subscriptions for Modern Packaging would tumble into his lap.

No one knew how he did it . . . but it certainly caused lots of speculation. After a while the whole staff divided into two camps. One side said that he was, most assuredly, in league with the Devil . . . had probably sold his soul to Mephistopheles for a mess of subscriptions. The rest stood out for hypnotism . . . said he just looked them in the eye till they reached for their checkbooks.

Finally, we put a snooper on his trail and asked the readers how he signed them up.

"That's simple," they answered, "We've been waiting for years for someone to sell us Modern Packaging. We can't get along without its information and we're sick of trying to swipe someone else's copy. So, of course, we signed up!"

* The demon having left our employ (he's now selling Florida real estate) we thought it might be a good idea to ask you . . . all and sundry . . . who've never been asked before. Why not subscribe to Modern Packaging NOW! You will sooner or later . . . so make it now. The subscription blank is bound into this copy.

MODERN PACKAGING
425 FOURTH AVE. NEW YORK



keller-dorian

QUALITY

STAINLESS METAL FOILS

"THE UTILITY LINE"
Made in America

PROTECTION PLUS EYE APPEAL

KELLER-DORIAN STAINLESS METAL FOILS

represent an assortment of distinctive qualities manufactured with the skill required to produce the unusual.

KELLER-DORIAN STAINLESS METAL FOILS

are Heat-Proof, Odor-Proof, Light-Proof, Vermin-Proof, Moisture-Proof, Brilliant-Proof.

KELLER-DORIAN STAINLESS METAL FOILS

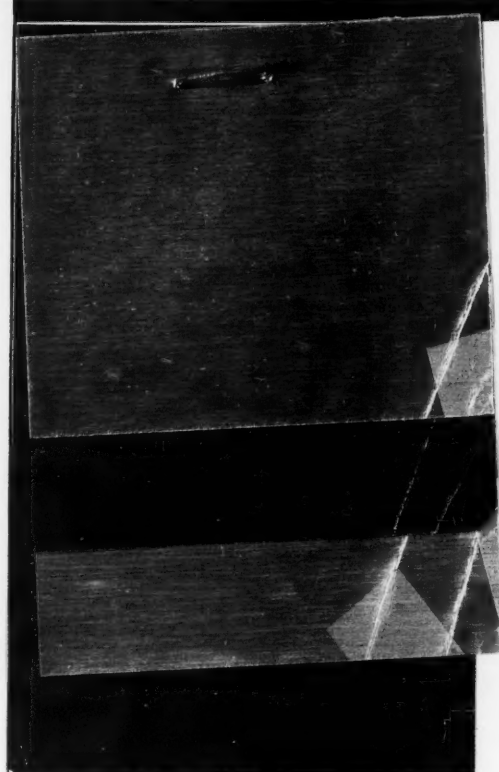
—the Practical and Economical Genuine Metal Leaf Cover, made of only the Best Quality Aluminum of Uniform Thickness.

KELLER-DORIAN STAINLESS METAL FOILS

are manufactured in Stamford, Conn. Therefore, we are prepared and thoroughly equipped for excellent delivery service.

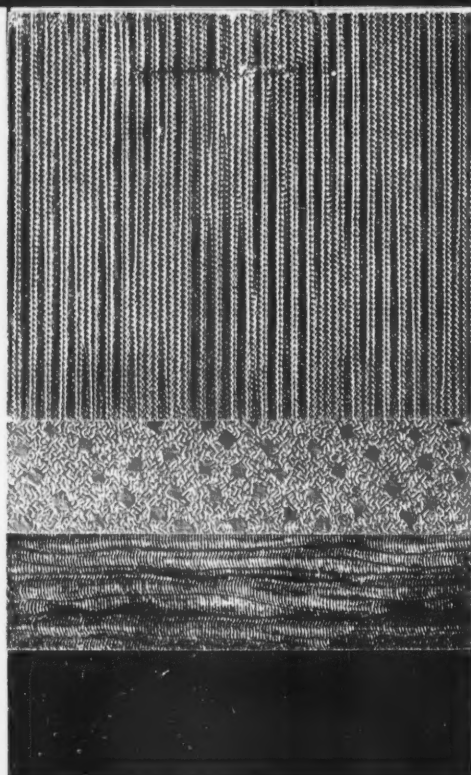
KELLER-DORIAN STAINLESS METAL FOILS

are attractively and completely displayed in our 1937 Catalog which is at your disposal.



EMBOSSED STAINLESS METAL FOILS

"THE UTILITY LINE"
Made in America



The unique creations created entirely by Keller-Dorian, together with the full assortment of delicate pastel shades and darker hues of foil colors, make 1937 EMBOSSED STAINLESS METAL FOILS the most outstanding and complete embossed line on the market.

KELLER-DORIAN EMBOSSED STAINLESS METAL FOILS command attention—not merely passing fancy.

The widespread demand for our unusual Embossed Foils conclusively demonstrates their popularity.

Our full and complete line of EMBOSSED STAINLESS METAL FOILS is also included in our unusual 1937 Catalog.

KELLER-DORIAN PAPER CO., INC.
390 FOURTH AVENUE, NEW YORK, N. Y.

VELOURS

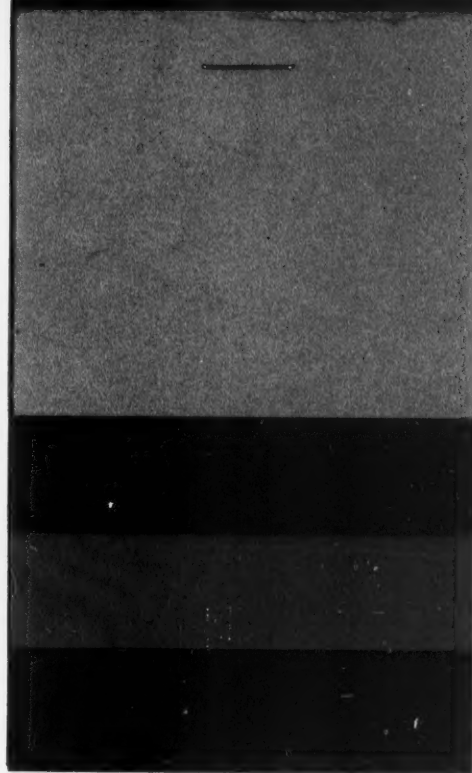
YEAR AFTER YEAR, BOXES COVERED WITH KELLER-DORIAN VELOURS ARE SELECTED BY THE JUDGES OF THE ALL-AMERICA PACKAGE COMPETITION.

Exquisite colors only obtainable in KELLER-DORIAN'S VELOURS, together with their outstanding working qualities, merit the commendation bestowed on them by these awards.

This inevitable recognition again demonstrates the superiority of materials and workmanship utilized in their manufacture and spells the success attained since Keller-Dorian originally invented this particular type of paper.

Our new designs created by Keller-Dorian especially for Velour Papers further enhance the beauty of KELLER-DORIAN VELOURS.

Our 1937 Velour Catalog containing our full range of colors, together with our new designs, is available upon request.



CONTINENTAL GLOSS

Made in America

CONTINENTAL GLOSS comes to you in many colors and designs. The soft luxurious effects shown in our 1937 Continental Gloss Catalog will lend to your

BOXES

CARDS

CATALOGS

DISPLAYS

Beauty and Character.

CONTINENTAL GLOSS will meet with the approval of your most exacting customers.

SMART, PRACTICAL AND ECONOMICAL.

Our 1937 CONTINENTAL GLOSS Catalog is available upon request.



KELLER-DORIAN PAPER CO., INC.
390 FOURTH AVENUE, NEW YORK, N. Y.

BLAKE MORTIMER & CO.

BLAKE MORTIMER & CO.

BLAKE MORTIMER & CO.

CARPENTER PAPER CO.

CHICAGO PAPER CO.

DWIGHT BACHTER & CO.

MATTING PAPER CO.

THE MULLER PAPER CO.

NORTHWEST PAPER CO.

NORTHWEST PAPER CO.

ORCHARD PAPER CO.

THE PAPER PAPER CO.

THE QUAKER PAPER CO.

SEAMAN PAPER CO.

SOUTHERN PAPER CO.

STRAUSS PAPER CO.

THE PAPER PAPER CO.

PACIFIC PAPER CO.

PAPER PAPER CO.

PAPER PAPER CO.





APPEAL

PACKAGES

by **ROYAL ★**


Appeal to the eye, to the appetite, even to the touch — these are the appeals most often desired when a modern package is planned. Royal Sell-O-Face Wraps give many products all three of these appeals.

Fabricated of sparkling Cellophane and brilliantly printed opaque materials, Sell-O-Face packages combine the advantages of both, are being used for a wider variety of products every day.

Royal will be glad to assist you in developing a Sell-O-Face package for your product. Write for information.

THOMAS M ROYAL & CO
PHILADELPHIA U S A

NEW YORK CHICAGO DETROIT PITTSBURGH
BOSTON ST. LOUIS MINNEAPOLIS SAN FRANCISCO
DAYTON SYRACUSE DENVER ATLANTA DALLAS



**"SURE, WHITE PIGEON
is out of the way...
but where else can
you get such perfect
water for boxboard?"**

It seems strange to find this Modern Mill located in quiet back-country. Strange, that is, until you remember that even the finest materials, machines and skill cannot make a perfect carton-board unless the water is just right. At White Pigeon, we found the right water. So to the water we brought everything else . . . including the most modern, air-conditioned mill science could provide. In this new plant, we are now turning out a hundred and fifty tons of board every twenty-four hours, a large portion of which is clay-coated but not ordinary clay-coated . . . fine as the ordinary product is. Modern mill, modern technique, natural advantages and ultra-modern air-conditioning insure a degree of uniformity hitherto impossible of attainment. Write today for samples and full details about—

BEND-WELL

THE EDDY PAPER CORPORATION
General Offices and Plant: White Pigeon, Mich.
Chicago: Palmolive Building New York: Postum Building

The Air-Conditioned Clay-Coated Folding Boxboard
We Do Not Manufacture Folding Cartons

DIAFANE BAGS

HIGHLY TRANSPARENT STRONG • ECONOMICAL

Diafane Bags for bakery goods, potato chips and many other products enable manufacturers of these items to obtain the full benefit of high transparency and maximum protection at decidedly low cost. They provide strong glossy bags that do not show handling—and they may be inexpensively printed in bright colors for attractive display. You can procure them in three grades—moisture-proof, semi-moistureproof and non-moistureproof.

ASK YOUR BAG SALESMAN
FOR SAMPLES AND PRICES

OR

Send this Coupon, Today

RIEGLER PAPER CORPORATION
342 MADISON AVENUE • NEW YORK, N. Y.

Gentlemen: Without obligation, please have samples and prices sent me on DIAFANE BAGS.

Quote on lots of.....

Name.....

Firm.....

Address.....

SEPTEMBER 1937

19

SEALED THIS WAY—

Pickles stay Crisp!

● Whether sweet, sour, or dill—pickles that are Vapor-Vacuum* Sealed with WHITE-CAPS, retain all their original, firm crispness indefinitely. Naturally, housewives prefer brands packed this new, better way because they never find mold or scum on the brine, corroded caps, leaky packages or soggy stock. But Vapor-Vacuum Sealing speeds not only sales . . . production, too! Forming a perfect hermetic seal, the process is faster—more economical . . . preventing losses from breakage—slack fill—"blow-offs" during sterilization. Let a White Cap Company engineer consult with you.

*Trade Mark of the White Cap Company

THE PROCESS

A simple mechanism, adapted to high-speed "straight-line" production, sterilizes the cap, the exposed surfaces of the product and the container, with dry live steam . . . creates the highest commercial vacuum possible on hot or cold goods . . . and hermetically seals the package in a single operation.



VAPOR-VACUUM SEALING

WHITE CAP COMPANY

NEW YORK CITY CHICAGO SAN FRANCISCO LONDON, ENGLAND





SO
EASILY
RE-SEALED

Nashua

SWIRL

Changing highlights of the new Swirl Pattern give movement to the paper. Its smartness and fitness gains attention for the packaged product. Micas and metals and waterproof papers may be had in this embossing. We gladly send sample sheets upon request.

● SWIRL 1141 GREEN

● SWIRL 1143 LAVENDER

● SWIRL 1146 TAN

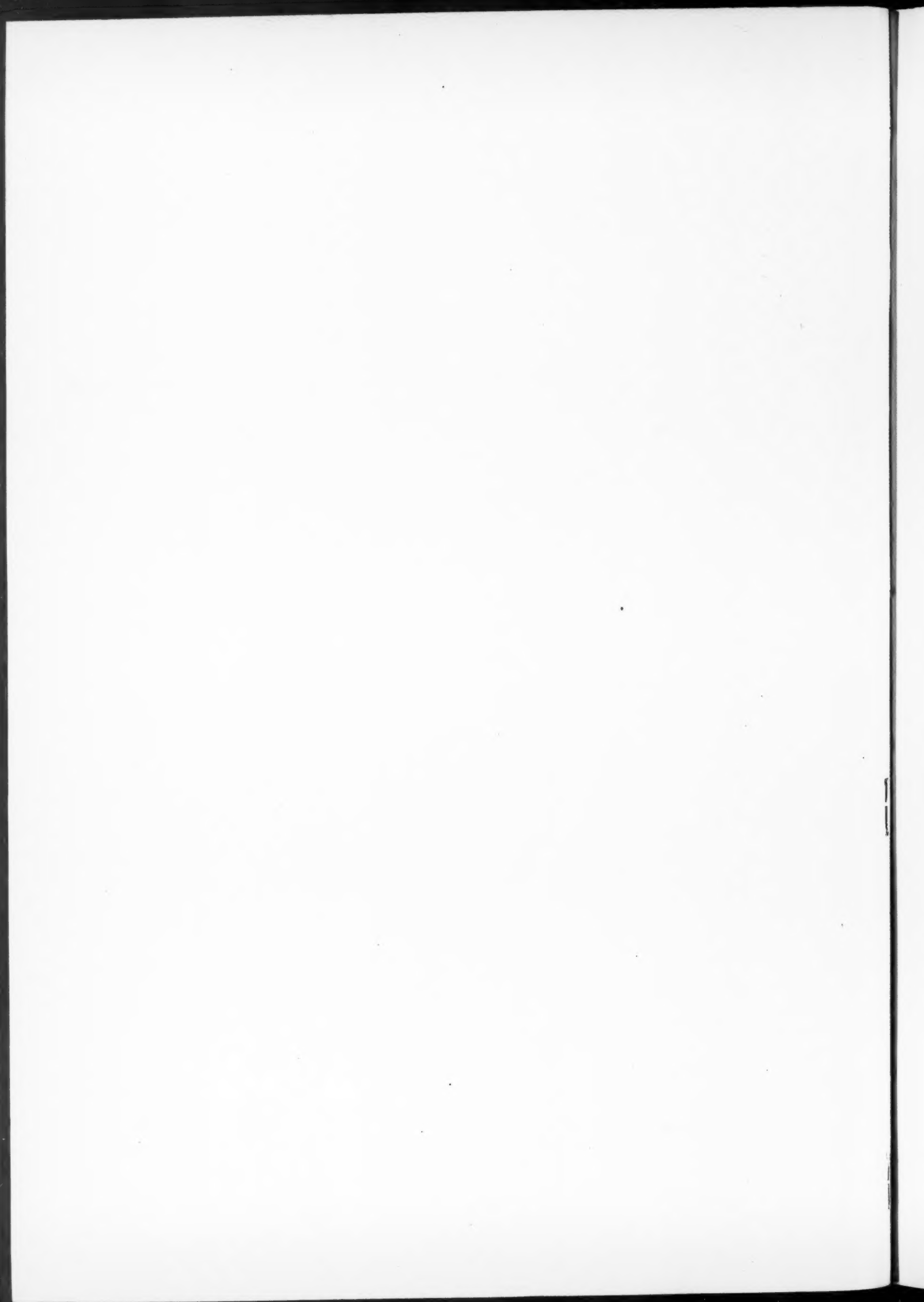
● SWIRL 5280 BLUE

● SWIRL 9152 ALUMINUM

Nashua

**GUMMED & COATED
PAPER COMPANY**

NASHUA, N. H.



**DOES ANYONE LIKE
Your PRODUCT
THIS WELL?**



WHERE ON EARTH
DID YOU GET ALL
THOSE BOXES?

WHY, THOSE ARE
WHAT MY POWDER
COMES IN



BUT WHY NOT
THROW THEM
AWAY WHEN
YOU'VE USED
THE POWDER
UP?

OH, THAT WOULD
BE WASTEFUL, I
PAY A LOT EXTRA
FOR THE POWDER
JUST BECAUSE
IT COMES IN
THESE BOXES

THEN BUY SOME
OTHER KIND IN
A PAPER BOX,
IT'LL BE JUST AS
GOOD AND COST
LESS

MAYBE SO,
BUT I LIKE
THIS POWDER

YOU'RE PAYING
EXTRA JUST FOR
BOXES YOU CAN'T
POSSIBLY USE,
YOU KNOW

I KNOW, BUT
SOMEHOW I
LIKE THIS
POWDER

Silly?-- Of Course. You wouldn't continue to pay extra for a product when it came in an expensive "permanent" or "re-use" package that you didn't want or couldn't use. You'd buy a less expensively packaged competing product that you knew was just

as good — wouldn't you? That's what your customers will do, too! That's why it pays to offer your product in a smartly styled, economical set-up paper box. That's what Ritchie can give you — a *low-cost* set-up paper box with sales appeal — a *Package that Sells!*

Set-up Paper Boxes — Fibre Cans

W. C. RITCHIE AND COMPANY • 8849 BALTIMORE AVENUE • CHICAGO

NEW YORK

PHILADELPHIA

DETROIT

CINCINNATI

LOS ANGELES

ST. LOUIS

MINNEAPOLIS

FT. WAYNE

SEPTEMBER 1937

21



No More Closure Worries . . .

Consumers like these Mundet Closures because they are such convenient and dependable re-sealers. You'll like them because, in addition to their neat, modern appearance, they give your products the finest closure protection you can buy.

The Molded Screw Cap increases the attractiveness of any package . . . fitted with the proper Mundet liner for your requirements, it offers a dependable seal for your products. The Molded Flange Cork combines the trim appearance of a molded top with the permanent efficiency of a natural cork seal. Both styles incorporate exclusive features of design that increase closure service.

Choose one or the other of these smart looking closures for your products. You'll profit from their use.

MUNDET CORK CORP.
65 S. ELEVENTH STREET • • • BROOKLYN, N. Y.

LET US HELP YOU SOLVE YOUR CLOSURE PROBLEMS

THESE MUNDET OFFICES are ready to serve you. They offer the resources of an organization that has specialized in making fine Closures for over 70 years.

ATLANTA
339-41 Elizabeth St., N.E.

BROOKLYN
65 S. 11th Street

CHICAGO
2959 N. Paulina St.

CINCINNATI
427 W. 4th St.

CLEVELAND
11500 Florian Ave.

DENVER
The Stone-Hall Co.

DETROIT
335 W. Jefferson Ave.

HOUSTON
Commerce & Palmer Sts.

LOS ANGELES
2051 E. 37th St.

MEMPHIS
Memphis Bonded Warehouse

NEW ORLEANS
439 No. Peters St.

PHILADELPHIA
2226 Arch St.

ST. LOUIS
506 S. Main St.

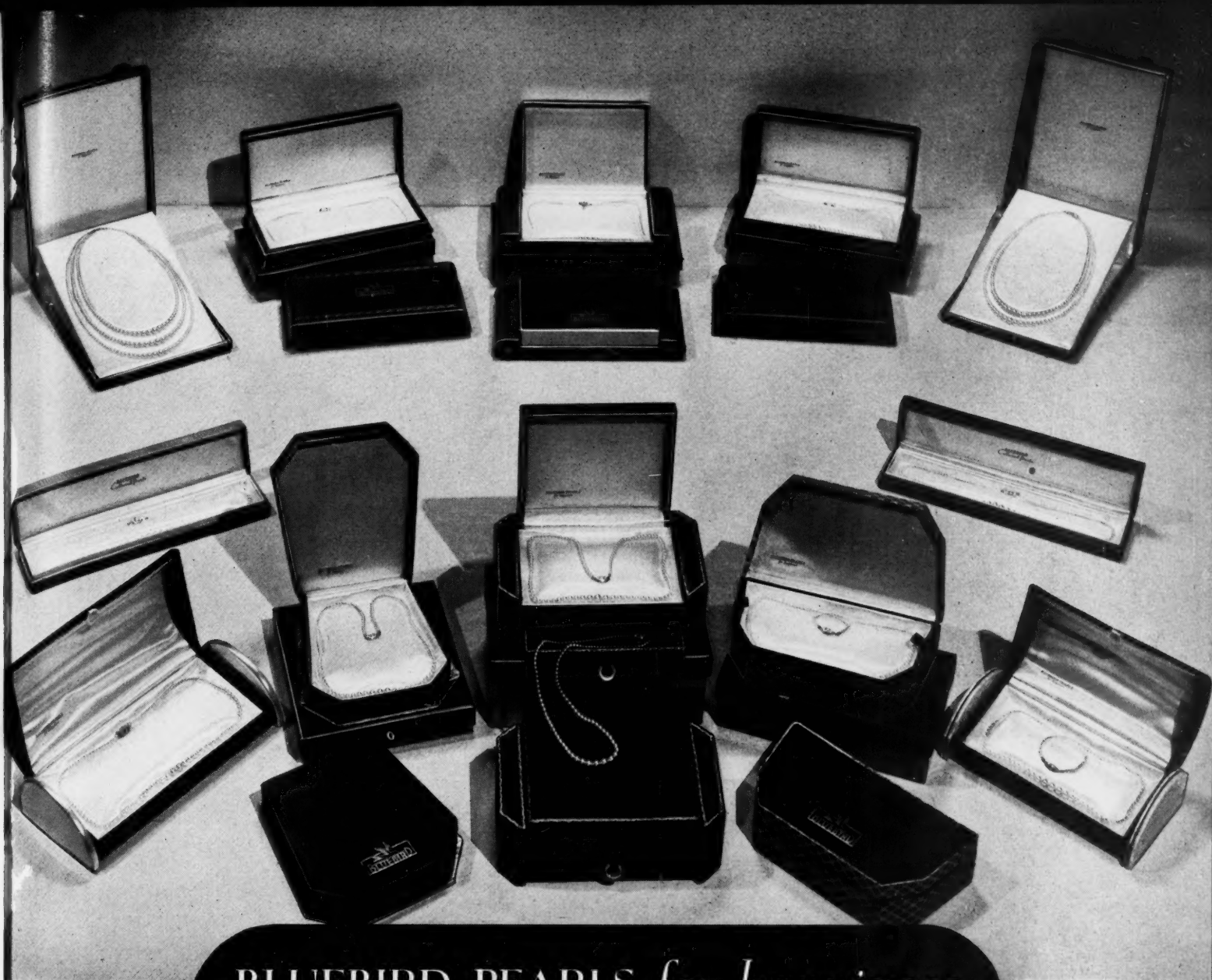
SAN FRANCISCO
440 Brannan St.

SEATTLE
Succop-Tighe & Sons
2737-1st Ave., South



APPLICATOR TOPS

We make a wide variety of closures for products requiring controlled application. We can probably save money for you with one of our stock types.



BLUEBIRD PEARLS *for happiness*
in BOXES
made by ARROW

BLUEBIRD PEARLS, INCORPORATED, called in ARROW to develop a complete range of satin lined boxes required for the new BLUEBIRD PEARL line. . . . Fourteen distinctive ideas were created by the ARROW designing staff. They include boxes made of wood and cardboard, with coverings in velvet, leather, artificial leather, celanese, moire and paper, as well as lacquer finishes. . . . Only with ARROW's extensive manufacturing facilities

was so varied a line of boxes made possible. . . . ARROW is proud of the privilege of having been selected for this important assignment and happily welcomes BLUEBIRD PEARLS, INCORPORATED as another member of a distinctive clientele that looks to ARROW for its box requirements. . . . ARROW's facilities are available to other representative organizations who require individual creative work of this type. . . . A representative will be glad to call.

ARROW

MANUFACTURING COMPANY, INC.

FIFTEENTH AND HUDSON STREETS, HOBOKEN, NEW JERSEY • Telephone HOboken 3-8472 or REctor 2-1251
Western Representative George Boergerhoff, 29 East Madison Street, Chicago • Telephone DEarborn 2878

Every One A Sensational Sales Success...Thanks to FEDERAL SPRAYERS AND DISPENSERS



For these . . . and a host of other products . . . Federal Sprayers and Federal Dispensers are doing a daily selling job, making demonstration and sale easier for thousands of clerks.



Meanwhile, in millions of homes, these clever devices are insuring satisfactory use of the products they help sell and guaranteeing the satisfaction that alone can produce continued, profitable re-sales.

For your product—whether it be a lotion, drug item, insecticide or a glass cleaner—or something with a completely different purpose—the engineering and designing departments of the Federal Tool Corporation stand ready to provide the fullest cooperation in developing a device expressly suited to your needs.

As makers of the most complete line of sprayers and dispensers ever offered—specializing in making them to fit the container in which your product is sold—we can provide sturdy, practical devices at prices surprisingly low.



FREE SAMPLES

Send us your product together with container and we will make up sample dispensers or sprayers expressly designed to fit your needs. No obligation, of course.

FEDERAL TOOL CORPORATION

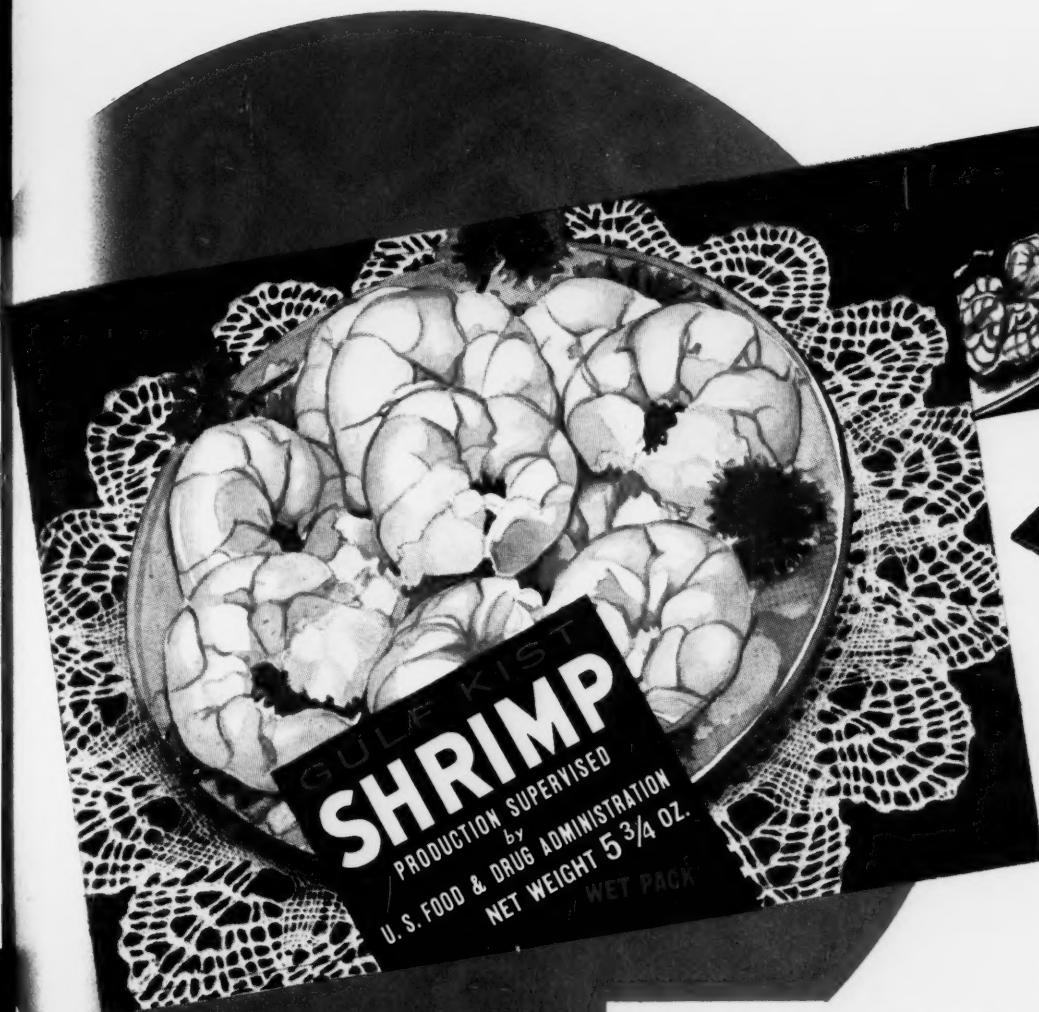
Specialty Division

400 NORTH LEAVITT STREET

CHICAGO, ILL.



a "U-S" Label with appetite appeal



This insert made use of the same plates that were employed in producing the job for the customer.

IT COMPELS attention on the dealer's shelves, this label — created by "U-S"—because it has appetite appeal in fullest measure. It tempts Mrs. Consumer to discover a new table thrill.

Retail merchants welcome products with interesting labels. This new "U-S" creation shows the food in its life-like size and natural color. Labels like these catch the roving eye of the waiting customer . . . and make an extra sale!

"U-S" labels do more than identify—they *sell* merchandise. Whether you distribute nationally or locally, there is possible a *selling* label for your product. "U-S" will help you develop it.

Grapefruit Shrimp Salad

3 grapefruit
1 can Gulf-Kist Shrimp
1/2 cup mayonnaise
1/2 cup celery—cut fine
1/4 cup broken pecan nut meats

Cut grapefruit in half. Remove center. Remove membrane from sections. Prepare shrimp, chill. Mix mayonnaise, celery, and pecan nut meats and top shrimp with this mixture. Garnish with paprika.

WRITE FOR RECIPE BOOKLET SHOWING CHOICEST WAYS OF SERVING GULF-KIST SHRIMP.

Shrimp Cocktail

Juice of 1/2 lemon
1/2 teaspoon tomato catsup
1/2 teaspoon vinegar
1/2 teaspoon horseradish
8 drops tabasco sauce
1 can Gulf-Kist Shrimp

Mix sauce, pour over shrimp placed on small lettuce leaf in chilled cocktail glasses.

DISTRIBUTED BY
DORGAN McPHILIPS PACKING CORP.
MOBILE, ALA.

The UNITED STATES PRINTING & LITHOGRAPH COMPANY AND DIVISIONS

HOME OFFICE: CINCINNATI 312 BEECH STREET

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ST. CHARLES, ILL.
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- ★ AMERICAN LITHOGRAPHIC DIVISION
- ★ ATLANTIC LITHOGRAPHIC & PRINTING DIVISION
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- ★ PALMER ADVERTISING SERVICE DIVISION
- ★ W. F. POWERS DIVISION
- ★ THEO. A. SCHMIDT LITHOGRAPHING DIVISION



BUY UNDER THE STAR!

and you buy **MORE ADHESION**
with **LESS ADHESIVE . . .**

Bingham chemists have—for years—known how to provide the package making and package using industries with adhesives which meet their exacting requirements and, above all, provide "MORE ADHESION WITH LESS ADHESIVE"! The largest users of adhesives KNOW that our products live up to this pledge. Let us PROVE it to you.

A Formula For Every Purpose

- *Star Case Sealing Glue
- *Star Folding Box Glue
- *Star Cold Pick Up Gum
- *Star Tin Paste
- *Star Brightwood Gum
- *Star Tightwrap Glue
- *Star Carton Sealing Glue
- *Star Bench Paste
- *Star Bottle Labeling Gum
- *Star Tube Glue
- *Star Lap End Paste

Write for our Folders "Make Your Identity Stick" and
"Here's a Bird of An Idea"

BINGHAM BROTHERS COMPANY

FOUNDED 1849

Every Kind of Roller and Adhesive

NEW YORK
406 PEARL STREET

PHILADELPHIA
521 CHERRY STREET
& EMERALD & E. HAGERT STS.

BALTIMORE
131 COLVIN STREET

ROCHESTER
980 HUDSON AVENUE

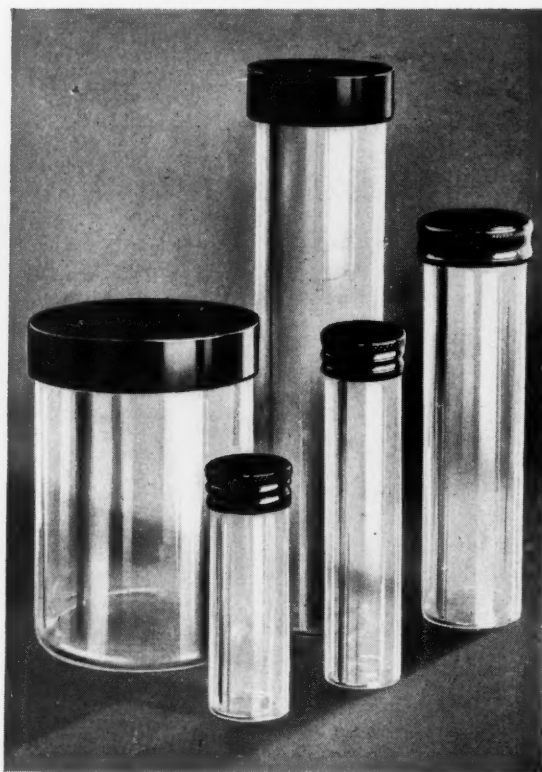


SEPTEMBER 1937

25

for products ~ { DRUGS — BEAUTY AIDS — FIRST AIDS
TOOTHBRUSHES — SEWING REQUISITES
SHAVING BRUSHES — DENTAL FLOSS — WATCH
PARTS — SPORTSMANS SUPPLIES, ETC.
that should travel safely!

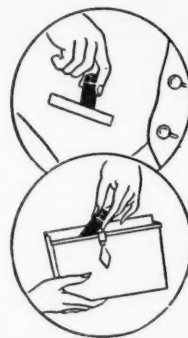
•
unbreakable
Hycoloid
VIALS
CONTAINERS
SPECIALTIES
•



MODERN containers need not be breakable—nor limited as to color, either. Hycoloids, the beautiful, feather-weight, and *unbreakable* containers—made in ANY colors, combine production economies with *real* customer-convenience.

Hycoloids are labeled-when-made; it is part of their production process.

They give greater protection to your products; win favor because they travel *safely* in purse or pocket, and have real re-use value as traveling accessories *send for samples, and see!*



HYGIENIC TUBE & CONTAINER CO.

40 AVENUE L

-

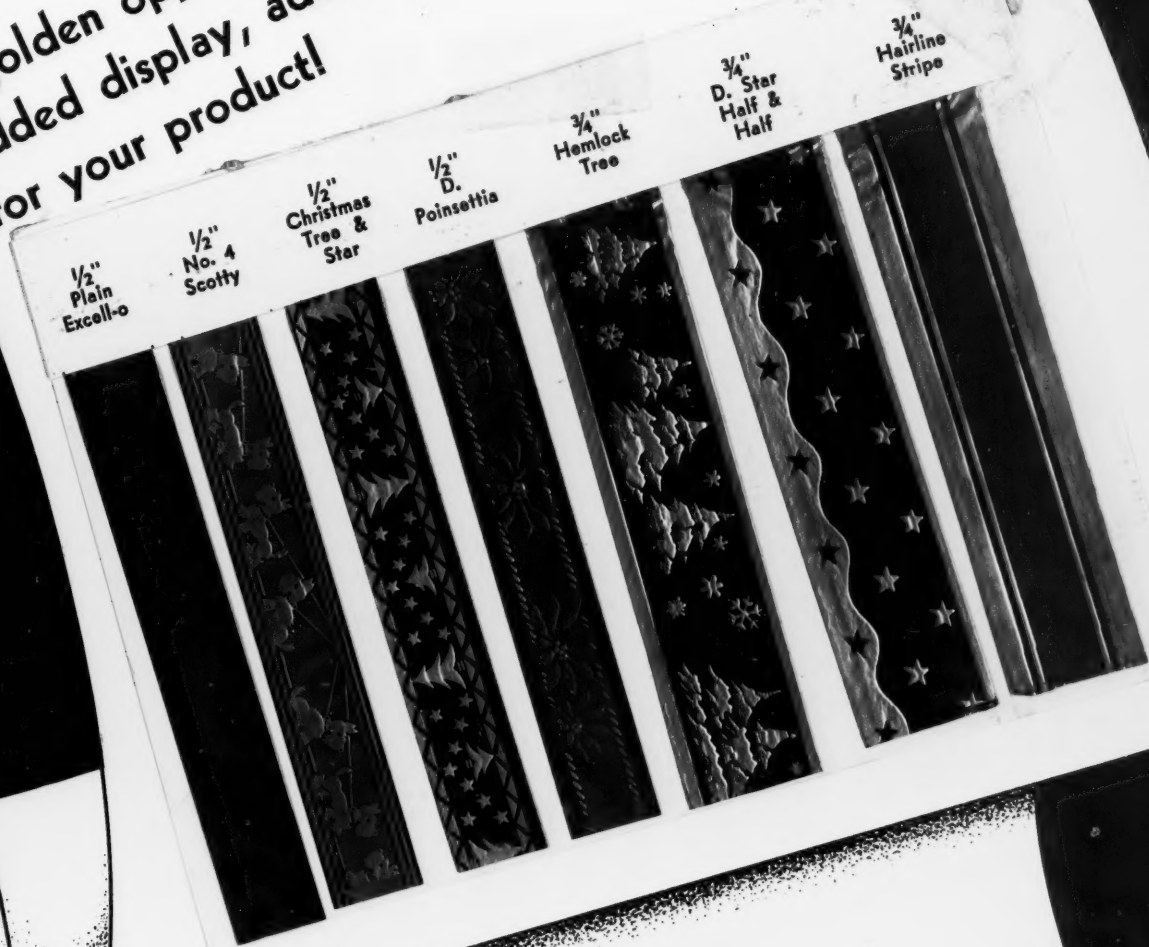
-

NEWARK, N. J.



UNROLL...

a golden opportunity to win
added display, added sales
for your product!



EXCELLO

REG. U.S. PATENT OFFICE

RIBBON

LICENSED UNDER OR PROTECTED BY ONE OR MORE OF THE FOLLOWING U. S. PATENTS: NOS. 1,406,148—1,867,405 AND 1,867,314.

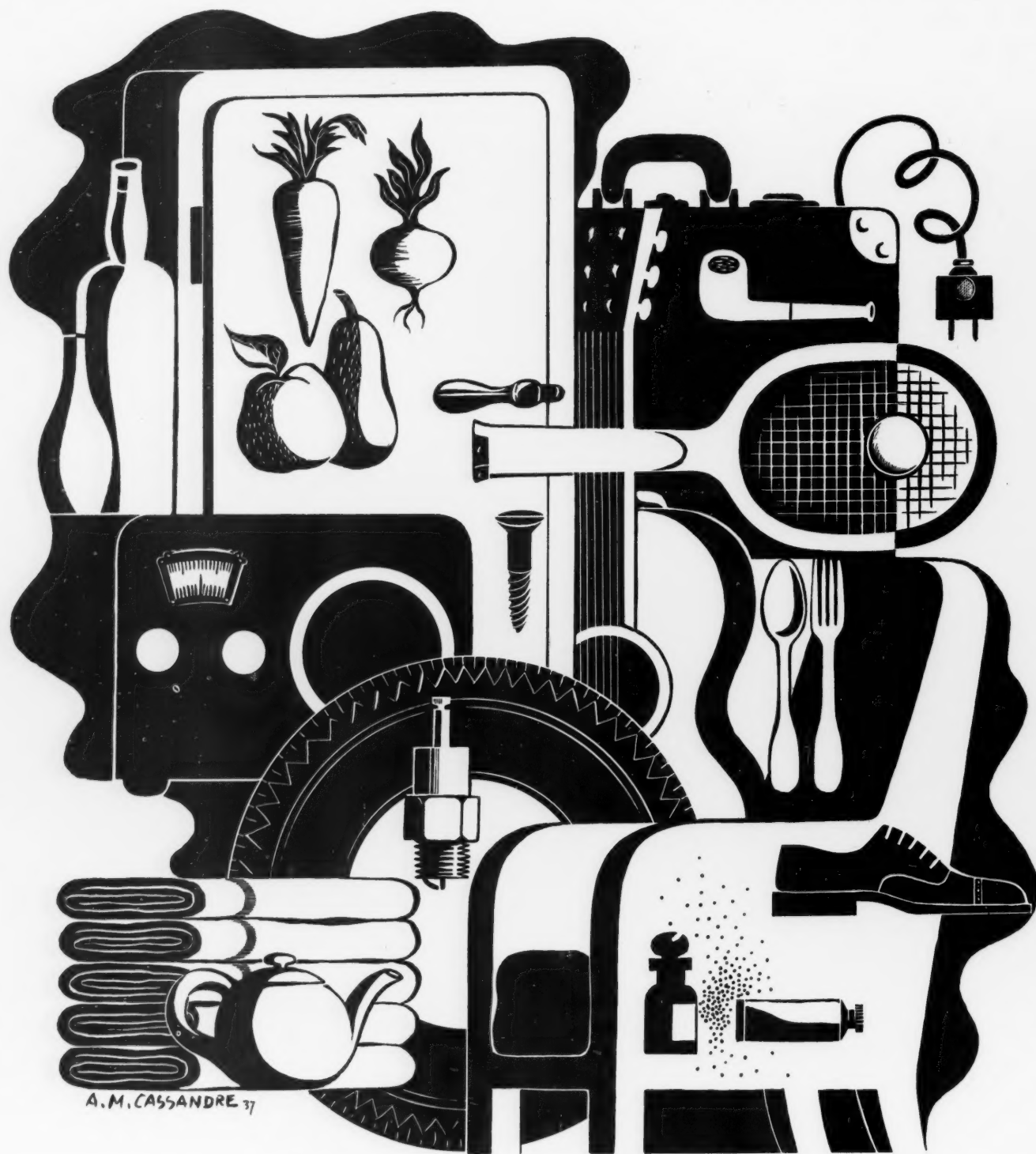
Made of
Cellophane
TRADE MARK

Year after year more manufacturers turn to this remarkable product... the glistening, beautiful, colorful ribbon tie that costs little yet commands ten times its weight in sales making attention.

And those who have used it before return to it season after season. With such proven selling power... in every package-using field... you can not afford to overlook the opportunity Excell-O Ribbon offers. Send for sample tying-lengths of the ribbons here shown... or for any of the hundreds of Excell-O seasonal, special or plain ribbons.

FREYDBERG BROS., Inc.
Stamford Conn.

DIVERSIFICATION



Folding cartons, corrugated and solid
fibre shipping cases for every industry.

CONTAINER CORPORATION OF AMERICA

Write to 111 West Washington Street, Chicago, for an illustrated booklet that describes our plants and products

Transparent Bags of SYLPHRAP-Sylvania Cellophane

(Reg. U. S. Pat. Off.)

for "Super Service" Merchandising



MILLIONS of housewives today are increasing their patronage of Self-Service Markets. They also want to see before they buy. ☛ Grocery Products Packaged in Transparent Bags is by far the predominating factor in successful merchandising by Super Service Stores. ☛ Bags of Crystal Clear SYLPHRAP-Sylvania Cellophane will highlight these products and display them in all

their appetizing appeal. In these bags the merchandise sells itself, thus carrying out the "Self-Service" idea. ☛ SYLPHRAP Cellophane bags will increase your consumer sales and corresponding profits. They are furnished plain or printed with your brand or name. ☛ Let us send you the names of the converters who manufacture SYLPHRAP-Sylvania Cellophane bags.

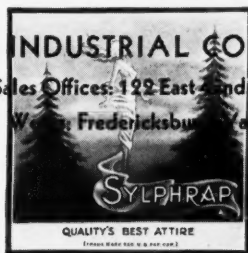
"Sylphrap is Quality's Best Attire"

MANUFACTURED AND SOLD IN ROLLS AND SHEETS BY

SYLVANIA INDUSTRIAL CORPORATION

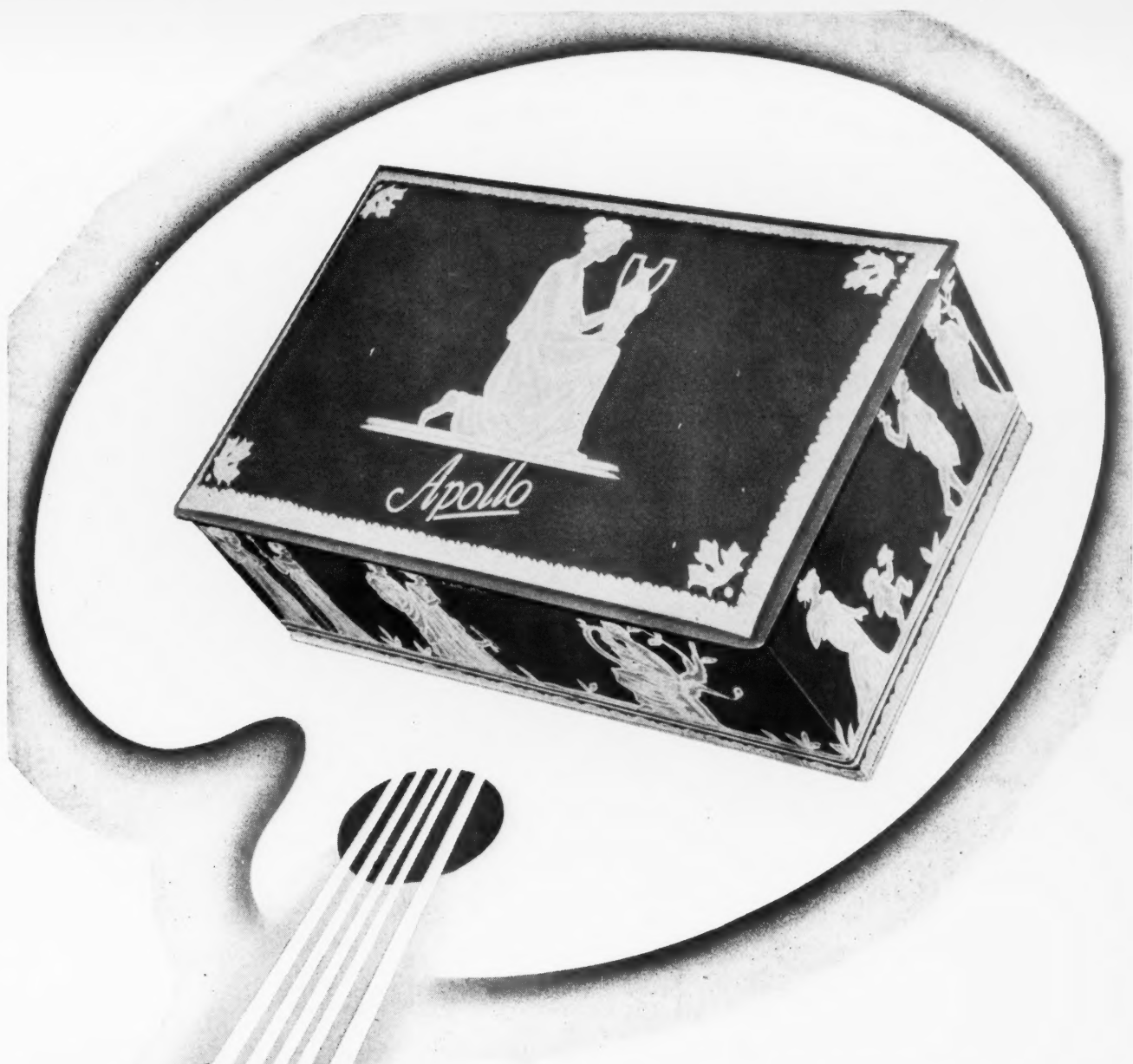
Executive and Sales Offices: 122 East 42nd Street, New York

BRANCH SALES OFFICES
 427 West Randolph Street, Chicago, Ill.
 120 Marietta Street, Atlanta, Ga.
 809 Santa Fe Building, Dallas, Tex.
 201 Devonshire Street, Boston, Mass.
 260 South Broad Street, Philadelphia, Pa.



PACIFIC COAST
 Blake, Moffitt & Towne
 Offices and Warehouses in Principal Cities
CANADA
 Victoria Paper and Twine Co., Ltd.
 Toronto and Montreal





WHAT'S
YOURS?

In Container Decoration, "NATIONAL" furnishes fine color lithography for developing its original designs and the true reproduction of pen or brush effects.

In accuracy of line and color, "NATIONAL" artistry sets a Standard of Comparison for Container Display.

NATIONAL CAN CORPORATION

SUBSIDIARY OF MCKEESPORT TIN PLATE CORPORATION

EXECUTIVE OFFICES • 110 EAST 42nd STREET • NEW YORK CITY

Sales Offices and Plants • NEW YORK CITY • BALTIMORE • MASPEETH, N. Y. • CHICAGO • BOSTON • DETROIT • HAMILTON, OHIO

SEPTEMBER 1937

29

Stylish ARTMOLD CAPS

Enhance Rich
Packaging
Effects



SNOW-WHITE Armstrong's Artmold (molded plastic) Caps are popular with manufacturers of many leading beauty preparations because they are distinctive in appearance. They add the final touch of decoration to modern packages. In addition, Artmold Caps win favor with feminine users because

their smooth, velvet-like texture is pleasant to the touch and they are readily removed and replaced when the container is in use.

Armstrong's Artmold Caps are available in a wide selection of colors ranging from bright hues to delicate pastel tints. They may be selected from standard designs—

or, they may be molded to meet the requirements of any design.

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ARTMOLD CAPS

THAT OVERLOOKED THIRD ESSENTIAL FOR SUCCESSFUL LACQUERED PACKAGES

A fine lacquering job requires the best lacquer and skilled workmanship. Most of us know that by now... and take no chances on either.

But all too many packagers don't know about special lacquering papers...papers developed by Fitchburg's research chemists to make good lacquering better...to make it lasting, less costly, finer looking.

When you think of lacquer...reach for your phone. Call in the Fitchburg man and have him analyze your lacquering paper needs. Perhaps you need an alkali-proof lacquer paper...perhaps one of a dozen other types. But, in any event, you'll get the right formula...if you put the Fitchburg chemist on the job.

BOX WRAPS SOAP WRAPS

Alkali Proof Lacquering

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COMPARE the lacquer surface of this paper with that of any other on the market. Good lacquer...fine workmanship... PLUS the THIRD ESSENTIAL, a special FITCHBURG LACQUERING PAPER.

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15,000 *new packages*
every year and only 20% survive!
 ...but **EIGHTY-FIVE** per cent of all
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 years... **ARE STILL GOING STRONG!**

**ENTER YOUR NEW PACKAGES AND DISPLAYS IN
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Year after year, it has grown. But never has the All-America seen such a flood of early entries. For today, packagers and merchandisers throughout the country fully appreciate the tangible importance which the winning of an award in this competition holds for them.

Profitable publicity. Display throughout the country. Increased dealer and consumer acceptance. A pepped-

up sales force. Prestige and honor that brings a good package along faster.

And remember, no entry fees. No charges of any sort. If it's a package or display introduced during 1937 . . . if you designed it, made it or make the product it sells . . . you can enter it in the All-America. Send now for full details and entry blanks.

ALL-AMERICA PACKAGE COMPETITION
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From the Day of Marie Antoinette

Here is art, grace, charming loveliness as only the masters of the 17th century could portray them. One of several select subjects which we have designed for use as box top and wrapper motifs for products which merit the unusual in packaging. If yours is a product that is used by discriminating women we urge you to inspect them.

Your inquiry entails no obligation

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INCORPORATED
52 EAST 19th STREET, NEW YORK, N. Y.



Courting Milady's Vanity

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RICHARD M. KRAUSE
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THE *Real* THING

• The contents of this Hinde & Dauch corrugated shipping box are genuine, no doubt about it. The trade-mark pattern on the background guarantees it. This outstanding advancement in the manufacture of H & D corrugated shipping boxes is today an integral part of H & D service. True identification of the product in transit is an important asset to many businesses. It will pay you to investigate its possibilities. The Hinde & Dauch Paper Co., 323 Decatur Street, Sandusky, Ohio.



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HINDE & DAUCH
Corrugated
SHIPPING BOXES

Sales

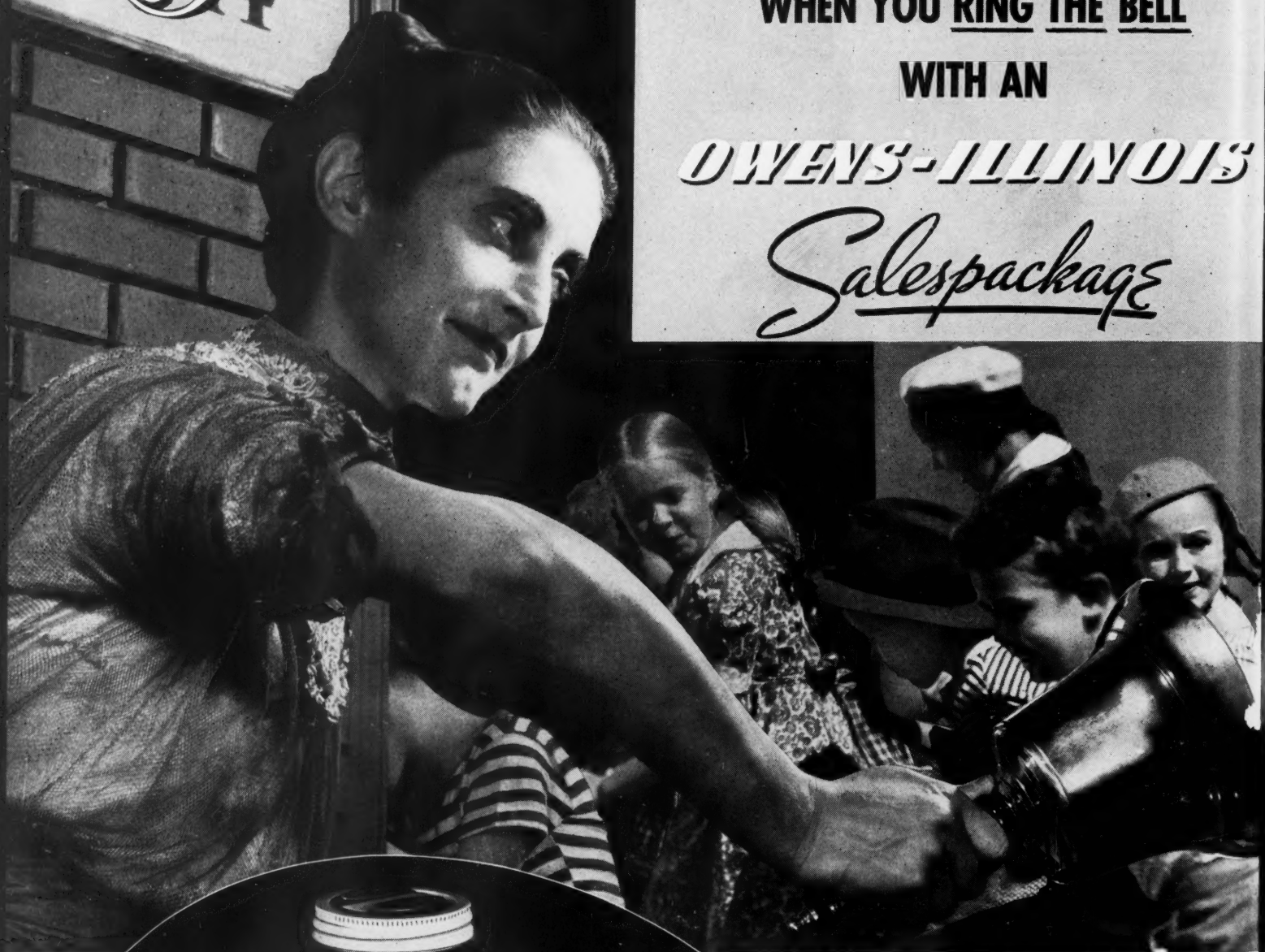
COME RUNNING

WHEN YOU RING THE BELL

WITH AN

OWENS-ILLINOIS

Salespackage



The Common Sense line
—in all popular sizes,
lighter in weight—offers
opportunity for distinc-
tive labeling . . . Shown
with C. T. cap and 63 mm
Knife-Opening.

"Last one in's a sissy" . . . it's the philosophy of children the world over. But it's the power of the bell that really brings them in. Owens-Illinois Salespackages ring the bell that brings sales in. The practical and smart design—plus the attractive label and closure—combine to make a package that commands attention. The package has a definite relation to sales—that's why it is important to come to Salespackage Headquarters with all your packaging problems. . . Owens-Illinois Glass Company, Toledo, Ohio. Sales offices in most principal cities.

MODERN PACKAGING

SEPTEMBER 1937 VOLUME 11 NUMBER 1

SUPER MARKETS and the PACKAGER

A SURVEY CONDUCTED BY THE
MODERN PACKAGING INSTITUTE
OF PACKAGE RESEARCH

A Houston (Texas) "super," typical of the newer type of super market units. Note the sale of advertising space on the neon sign. "Supers" rely upon leased departments and deals of various sorts for a large part of their revenue, keeping low grocery prices and mass display as their main means of drawing the trade that keeps market and concessionaires busy



LATE in 1932—with the bottom falling out of the commodity markets, with an increasingly worried purchasing public seeking every possible penny's saving, with distress merchandise available on every hand and seeking only an outlet—the Big Bear Market was opened in 50,000 square feet of space on the ground floor of the old Durant automobile plant in northern New Jersey. Attracted by gigantic, buck-eye newspaper advertisements and dramatically displayed prices, the entire State—so it seemed—flocked towards the Big Bear free parking space. In the first three days of operation, sales totaled nearly \$32,000. At the end of a year, this single store had run up a gross volume of \$1,675,000.

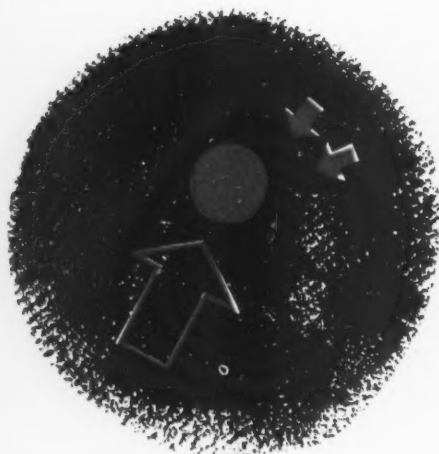
By that time, however, Big Bear was not alone among the "supers." Antedated by several other groups built along similar lines but operating on a smaller and less spectacular scale, the Big Bear operation was followed by others throughout the country. Newspapers devoted columns to their description. Competitors—and all old-line stores, whether located near or far from a super, were competitors—organized boycotts and uttered imprecations. Local legislators were called upon to limit, harass, restrict and, if possible, prohibit the "super" from operating. In short, the new phenomenon was noticed and appreciated by the local grocer because he felt its influence immediately and at the point where it hurt the most—at the cash register.

The chains naturally were not immune from "super-market" competition. But their attitude, for some little time, was reflected in the general opinion that these unpretentious, pine-board stores, with their self-service features, their hordes of pushing customers, their lack of service and delivery facilities, were merely a depression-induced bit of merchandising freakishness which any partial return of prosperity would blow away. And manufacturers of branded merchandise—while willingly servicing these carload-lot operators—took no particular notice of their activities and sought to establish no special policies in keeping with the special nature of this new type of business.

As the months wore on, however, the "supers," instead of disappearing continued to grow in number and even in size. They began to move out of the abandoned garages and factories which were their original homes and to set up main-street stores, using modern store fixtures and attractive modern architecture. Chain operators began to look just as wistfully at the new towers that topped the supers as—a year before—their independent competitors had looked at the cars driving by to reach the "super" on the edge of town.

But, in 1935 and 1936 the chains and some of the independents began to do something about the "super." Since ordinances, parking restrictions, boycott campaigns and similar devices didn't work, competition adopted the oldtime political slogan of "If you can't lick 'em, join 'em." The A & P's, the Bohacks and the other chains began to experiment with "super" and "semi-super" operations.

Only in part were these experiments induced by fear of "super" competition. Perhaps as large a factor was the growing menace of graduated chain store taxes. For, if stores were to be taxed on a rising scale according to the number of units in a chain, obviously the answer would be found in having fewer and larger units. With the Supreme Court's validation of the Louisiana law which taxed not on the basis of the number of stores in the State, but on a nation wide store count, this tendency was greatly accelerated. The "super," though much



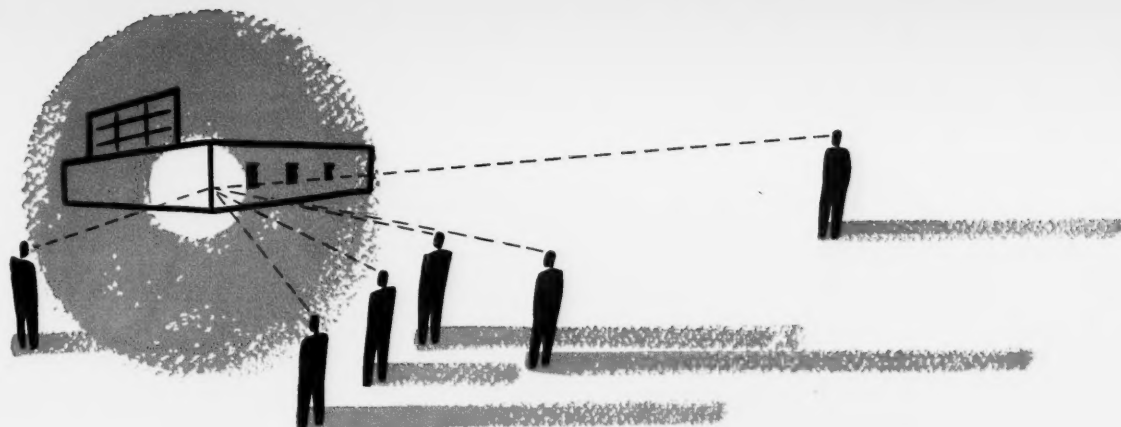
modified from its original form, was definitely here to stay. While opponents and proponents varied their estimates of the proportion of the total market held by the "supers" from as little as five per cent to as much as twenty per cent, the fact remains that—be it five or twenty—the "supers" represent a sizable part of every manufacturer's potential output in the grocery field.

It has been the purpose of the Institute of Package Research, in preparing and analyzing the data that follows, to study the phases of "super-market" operation that affect, are likely to affect or should affect the size, shape, construction and copy of packages, shipping containers and displays.

SOME SIGNIFICANT FEATURES OF SUPER MARKET OPERATION

- They began.....** in 1932, in abandoned garages or warehouses or factories . . . using pine-board fixtures, buck-eye advertising, parking facilities and price appeals, plus mountainous mass displays of merchandise as their most potent means of attracting patronage.
- They continue.....** to feature Price, Mass Display, Self-Service, Large Stocks.
- But, today.....** they use specially erected, modern buildings, modern store fixtures, scientifically planned lighting and, in general, resemble the best type of smaller store in general appearance.
- Locations.....** are generally in low-rent areas, at the edge of town where ample parking space is available.
- Concessions.....** for auxiliary departments such as auto parts, drugs, restaurants, clothing, candies, etc., serve as further attractions for trade, since they make possible a single shopping tour for all purchases.
- But rents.....** from concessions are likewise a major factor. The "super" operator is general lessee and counts upon concession rentals to provide a cushion for bad days, rainy weeks and similar contingencies.
- Not 600 items.....** found in the average grocery, but 2,000 to 6,000 grace the mass display counters of the average super, a fact of major importance to the packager whose goods must meet more competition.
- Self-service.....** is the rule of the super market. Browsing is a fashion, encouraged by the operators. Products must sell themselves.
- A & P now has 60.....** other chains are rapidly expanding their number of supers. Sales figures of \$5,000,000 in a city of 10,000 are considered "good but not unusual."
- Selling power.....** is demonstrated by the ability of the supers to move large quantities of nationally branded goods in short order . . . carload of Campbell's soups in five days . . . 24,000 lbs. of Maxwell House coffee in two days . . . 5,000 lbs. of sugar in one hour, etc., etc.!





THE SUPER MARKET AS THE CONSUMER SEES IT

In order to determine what factors influenced customers to buy and how important packaging was in swaying their decisions, a consumer survey was made in a super market. The Institute of Package Research interviewed a representative group of women at a large market in a densely populated middle-class residential section of Brooklyn. It was located on the "off-end" of a main shopping street and had no parking facilities. Five questions were asked shoppers.

Shopping Area of the Store. In Question one, the staff sought to find out whether this super market has a larger shopping area than a standard type store in the same locality. It was found that 62 per cent of the shoppers lived within easy walking distance, 23 per cent lived within a half-mile radius and 9 per cent between one half and one mile away, while 6 per cent lived from one to two miles from the store.

The standard type store studied was an independent grocery located on the same shopping street. It was disclosed that 81 per cent of its customers lived within easy walking distance, 15 per cent within a half-mile radius and only 4 per cent more than a half mile away. Therefore, the super market, located in a densely populated neighborhood with no parking space, drew its purchasers from a much larger area than the local old-type retail store.

Checks made by other agencies on supers of the edge-of-town type show an even more pronounced tendency to draw from a distance. Thus, in the case of the Big Bear Market in New Jersey, an examination of cars parked at the market disclosed license plates from every county in a 50-mile radius on an ordinary shopping day for which no special advertising effort had been made.

Percentage of Marketing Done in the Store. Question two asked, "How much of your marketing do you do here?" Two-thirds of the super market shoppers answered that they did 80 per cent or more of their marketing in this

1 Pine-board fixtures are typical of the older supers. Contrast this picture with the one below. Yet note how these fixtures are designed to give eye-angle display, to keep the merchandise on the counter and to provide maximum product visibility.

2 Interior of a New York City "super." Note the mass displays of merchandise, the absence of manufacturer-supplied displays except for the above-the-counter panels and the go-carts for toting purchases.

market. Over 40 per cent of them said they did all their shopping here. Twenty per cent did half their marketing here; ten per cent did one-quarter and bought the rest in neighborhood stores.

These replies, showing that a predominant portion of all marketing by those interviewed was done within the walls of the super, may have been occasioned by the fact that this store—like many of the newer "supers"—is located in the heart of its shopping area rather than at its periphery. Obviously, when it is required that the shopper drive a substantial distance to the super, a higher proportion of small orders will be placed with local, neighborhood stores.

Reasons for Patronizing the Super Market. In answer to Question three, "Why do you shop here?"*

53.3 per cent said, "It's convenient, easy and quick with everything in one store—no waiting around."

48.3 per cent said, "I like to look around and see everything so I can pick out what I want and need."

18.3 per cent said, "Quality and selection are good."

16.7 per cent said, "The store is clean and attractive and the clerks are nice."

15 per cent said, "I like to wait on myself."

11.7 per cent said, "I'm not bothered or rushed by clerks."

5 per cent said, "I like the way prices are marked on everything."

Attracted by New Products. In response to Question four, "Have you tried any new kinds of products here that you hadn't used before?" Fully one-half of the women answered in the affirmative citing particular items:

38 per cent tried various canned goods.

18 per cent tried bottled or glass packed groceries.

14 per cent tried paper packaged goods.

13 per cent tried canned sweet potatoes.

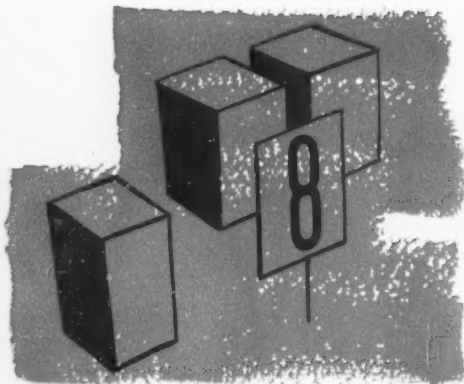
17 per cent, all others.

For the most part, the women said they liked what they had tried and bought it again. Sixty per cent of those who had tried something new explained their trial by saying they "just happened to see it." Only 17 per cent had tried new things because they were confirmed experimenters and always tried new things anyhow. Obviously this method of display makes selection easy, thus counterbalancing the absence of clerks.

According to the foregoing, the "super" offers an unusually good opportunity for the manufacturer introducing a new or changed product, since one reason the shopper goes to the super is to look for new things. On the other hand, new products when introduced in an ordinary store, are dependent upon the good will and effort of the owner and clerks. They may or may not have an interest in displaying or explaining a new item. Particularly where such items are directly competitive with well established brands, the operators of the conventional type of store may feel disinclined to push a new item which, if successful, will only result in forcing the dealer to carry a larger inventory without a compensating increase in total volume.

Method of Shopping. In answer to Question five, "Do you shop every aisle in the store or do you just go for the things you had on your list when you came in?" 92 per cent claimed that they shopped every aisle in the store. The majority of these did not prepare any market list in advance of their visit to the store. Only 8 per cent restricted their shopping to items on a prepared list.

* It should be noted that more than one reason was frequently given by individuals interviewed. All reasons given were tabulated.



THE "SUPER" OPERATORS' APPROACH TOWARD PACKAGING

As previously stated, the Institute's purpose in making this survey was limited to discovering those factors of super market operation which affect, or may affect, packaging practices. To further this purpose, the operators of some 82 "super-markets" with a weekly trade in excess of 650,000 customers were interviewed. Five questions were asked.

Package Breakage. It was assumed, prior to questioning, that the more frequent handling of packages made possible by mass display might result in a substantial amount of breakage being experienced by the "super" operator. Hence, Question 1 covered this point. The operators of 26 markets, claiming 270,000 customers weekly, reported breakage as negligible; 23 markets, with 200,000 claimed weekly customers, found breakage a decided factor.

Package Soiling. Question 2 covered soiling. Operators with 240,000 claimed weekly customers reported soiling of packages a considerable factor, due to consumer handling. An almost equal number of stores, with an exactly equal number of claimed customers, felt soiling to be insufficient to warrant special attention.

Special Labels to Permit Price Marking. It was known in advance that "super" practice calls for price-marking on every package, largely because the final checking of prices occurs at a cashier's counter remote from the original mass displays of merchandise. Such markings are usually made in china crayon directly on the package and in addition to any markings, by sign or otherwise, on the mass display.

It was likewise known that many packages are so labeled that little or no clear uncolored and unprinted surface is suitable for china crayon markings.

Seeking to determine the extent of this difficulty, "super" operators were asked Question 3, "Do you think package labels should be redesigned to allow space for pricing?"



A typical display of "super-packed" merchandise staples. In addition to the large price cards, each item is price-marked in china crayon

Operators representing 377,500 claimed weekly customers answered in the affirmative, many adding precise suggestions in this regard. Operators representing 96,000 claimed weekly customers answered negatively, expressing the opinion that standard labels, as used now, were sufficient.

Question 4 sought to determine precisely what information such operators, in view of their contact with the consumers in super markets, felt should be placed upon package labels. Almost unanimously, operators asked for (1) accurate description of package contents; (2) explicit instructions for use; and (3) prominence of nationally-known brand names. The operators desiring such information on package labels represented almost 600,000 claimed customers per week.

Operator Packaging Operations. It is common practice, in super markets, for the operators to package or bag certain staples. The large volume handled has, in fact, in some instances, permitted economical use of semi-automatic machines for weighing and filling and sealing bags. Question 5 dealt with this.

Over 90 per cent of those questioned claimed the purchase of cereals, dried vegetables and dried fruit in bulk for repackaging by the store to be standard practice. Smaller but by no means negligible numbers likewise package tea, coconut, cookies and other sundries.

Seventy-two per cent package these staples in plain transparent cellulose bags. The remainder use either opaque or printed-transparent bags. It is here noteworthy that these are the very operators who would have manufacturers supply detailed information on their products. Obviously, even among the "supers" many do not practice quite what they preach. It should be remembered, however, that these are among the most common household staples for which instructions are relatively less important.

THE PACKAGER AND THE "SUPER" MARKET

The question naturally arises, "What can the packager do to increase his sales to super markets?" Obviously, a type of sales outlet such as this that controls, at a minimum, five per cent of all grocery sales with a volume growing so fast that it may soon become as high as fifteen and twenty per cent—according to estimates from responsible sources—is deserving of attention on the part of the manufacturer who seeks to enter this field or maintain his position therein. Insofar as packaging can affect such entry, the "supers" offer a number of opportunities which, it seems, have been almost totally ignored to date.

The Institute of Package Research checked with several hundred grocery manufacturers and food packagers. In almost every instance, no effort had been made to adapt standard packages to super market conditions. Yet, as the figures in the foregoing section have shown, such adaptations are keenly desired by the "super" operators.

Take the single question of "price-markable labels." Most lithographed labels today make no allowance for such marking. They are printed in many colors, often with direct color photographs and all-over deep color backgrounds. And, particularly when used on metal cans, no other portion of the package permits of even semi-permanent "unsmearable" marking.

Yet, suppose a change were to be made? No manufacturer would have to put out two types of labels—one for ordinary stores and one for supers. If properly designed, one label could be designed with space for price marking, to be used if desired, which would in no way be objectionable to those who find such marking unnecessary.

Again, on the question of breakage of packages. Obviously, the conditions of package-handling in the super entails rougher usage than is common in the service type of store. Children run free through the aisles. Adults with an itch to squeeze a package, do so. Packages are dislodged and drop from the mass displays. Therefore, the wise manufacturer—particularly those using bags for packaging—should redesign their packages with rougher consumer handling in mind. Even the all-transparent bag should be made stronger. Again, consider the introduction of new products. The super here offers a pronounced opportunity for those who will properly cultivate it. Supers carry from three to five times as many items as service stores. They welcome the new item—readily give it space. All they demand is volume sales, voluntarily developed.

Advertising can, of course, do a great deal. But, at minimum cost, an equally great deal can be done to develop volume by providing the browsing customer with advertising on the package. Tell her all the things you'd tell in an advertisement. But make sure that you tell it in a way that requires no clerk or demonstrator for further explanation. For, in the "supers" there are none of these gentry around. The "super" market customer, as shown in the section of this survey devoted to such interviews, is a wide-awake, inquiring sort of woman, willing to try a new product. The trick is obviously to do a good job of selling-from-the-label.

Super market customers are, for the most part, bargain hunters. This they demonstrate by their willingness to undertake the difficulties of self-service and by their traveling sizable distances, past many service stores, to reach the super. Hence, the packager will appeal to their bargain-hunting instincts with favorable results. He can do so by avoiding frills and furbelows on his ordinary packages and by eliminating any elements that might seem non-essential or adding unnecessarily to the cost of the product. On the other hand, where "extras" in the form of double seals, and similar devices, are essential, he will do well to explain the advantages of these on his package.

SUPER MARKET PACKAGES MUST BE DESIGNED for bargain hunters

As this chart will show, "supers" use price cutting as a major means of bringing in shoppers. Price differentials must be sufficient to draw customers away from local stores, make them travel, make them serve themselves and trundle their purchases along with a mass of fellow customers to a cashier's desk. A study of differentials is shown in the table below.

	Super Market	Nearby Chain	Two Distant Chains (one mile from Super)		*Nearby Independent	Distant Independent
7 lbs. Gold Medal flour	\$.39	\$.43	\$.41	\$.43	\$.37	\$.44
7 lbs. Pillsbury flour	.39	.43	.41	.43	.36	.44
2 large Ivory soap	.18	.21	.21	.21	.18	.21
Ivory soap flakes	.21	.23	.23	.23	.20	.23
Kirkman's soap flakes	.17	.21	.25	.20	.17	.19
Beechnut coffee	.28	.29	.29	.29	.28	.31
Maxwell House coffee	.27	.29	.29	.29	.28	.31
5 lbs. Jack Frost sugar	.26	.29	.27	.28	.25	.28
Tetley's tea (½ lb.)	.37	.43	.43	.43	.37	.45
Tender Leaf tea (7 oz.)	.31	.33	.35	.33	.30	.33
Blue Ribbon Mayonnaise	.29	.33	.33	.33	.28	.31
Miracle Whip	.25	.29	.29	.29	.25	.31
Pabst cheese	.15	.18	.18	.18	.15	.19
2 Phila. Cream cheese	.17	.18	.18	.17	.16	.20
3 Campbell's tomato soup	.20	.23	.23	.23	.22	.24
2 Heinz tomato soup	.25	.25	.25	.25	.25	.25
Ritz crackers	.21	.23	.23	.23	.20	.23
Bisquick (large)	.25	.29	.30	.30	.27	.31
Duff's ginger bread mix	.18	.23	.23	.23	.19	.21
Knox gelatin	.19	.20	.20	.20	.18	.20
TOTALS	\$4.97	\$5.55	\$5.56	\$5.53	\$4.91	\$5.64

Cost of twenty items in the super market visited was 11 per cent lower than their cost in the chains. Same items in a nearby independent engaged in price cutting were one per cent lower. Prices in a distant independent, however, were 1.6 per cent higher than in the super.

* The Nearby Independent had adapted his methods and store layout to meet "super" competition. He admitted his prices were not based on anything more substantial—in their relation to costs—than an early morning check-up of the "super's" current prices. Definitely not a typical operation.

CONSUMERS PREFER "VISIBLE CONTENTS" PACKAGE

Bohack Adopts Window Bread Wraps at Increased Wrapper Cost of 3/10 c. per Loaf to Gain 33-1/3 to 40 Per Cent Sales Increase

PACKAGE IMPROVEMENT is closely linked to sales habits. Before adopting a new shape, a new design or a new color, the product manufacturer should look at his package through the eyes of his salesman, jobber, retailer and consumer. Each one has different reasons for his likes and dislikes. With the salesman, pride is a factor. He likes a package that compares favorably with his competitors. With the jobber, size and bulk, convenience in handling, are important. With the retailer, display looms large. With the consumer, it is one or all of a dozen points—color, style, appearance, size, feel, use, after-use.

Food products have this in common, from the standpoint of better packaging: Every innovation in the package dress of a good product, if well thought out and to the consumer's ultimate advantage, means awakened interest all along the channel, new buyers, increased sales. The increase will be large in food articles of every day purchase, proportionately less in products purchased once a week or once a month. Therefore, the principle

referred to holds as well for cosmetics, pharmaceuticals, and similar items, as for foods.

Bread is an article of every meal consumption in nearly every home. Bread purchased by the housewife at the store falls into the staple or specialty class. Consumer markets differ. In most United States cities white bread far outsells whole wheat, cracked wheat, rye, potato, raisin and the rest. White bread is a staple. Women buy it every day. It must be on sale every day. All other breads, except rye in some cities and whole wheat in others, are specialties—with very few exceptions.

All bread sold in better class stores is wrapped. Bread sold in lower class neighborhoods is unwrapped and sales of it run into large totals. Makers of wraps for bakery products still have new fields to conquer as well as old fields to re-conquer. Nationally sold brands of bread are Bond, Ward, Wonder; among sectional brands are Silvercup, Merita, Fischer, Hathaway; among chain store brands are A & P, Cushman's, Bohack's, Roulston's and many more.

H. C. Bohack Company operates 571 stores and 13 super-markets in Brooklyn, Queens, Nassau and Suffolk counties, New York. They bake their own bread. Unlike the other chains in the New York Metropolitan area, they merchandise their stores on baked goods instead of merely servicing them. The Bohack bread distributor calls on the Bohack store manager like an outside salesman would. He doesn't dump so many loaves of bread into the store because the store is supposed to take them. The store manager *buys*, and it is up to the salesman to sell, and help build up that store as a bread outlet.

Bohack puts out several different loaves, white, whole wheat, rye, raisin, crushed honey and a few others, sliced and unsliced. Up to a year ago, all these breads were wrapped in opaque wax paper, printed in two and three colors. Bohack's largest seller is white bread, as it is the largest seller with every New York wholesale baker. Rye, with seeds and without, is Bohack's next largest seller. The other Bohack loaves referred to are specialties—they are featured only on particular days of the week.

About a year ago the Bohack Company decided to change the wrappers on some of these specialty bread items to a window wrap. The opaque wax paper wrap then in use was of simple conventional design, printed in two colors—a lace background in white and the Bohack circle in red. Piled on store counters, the loaves of



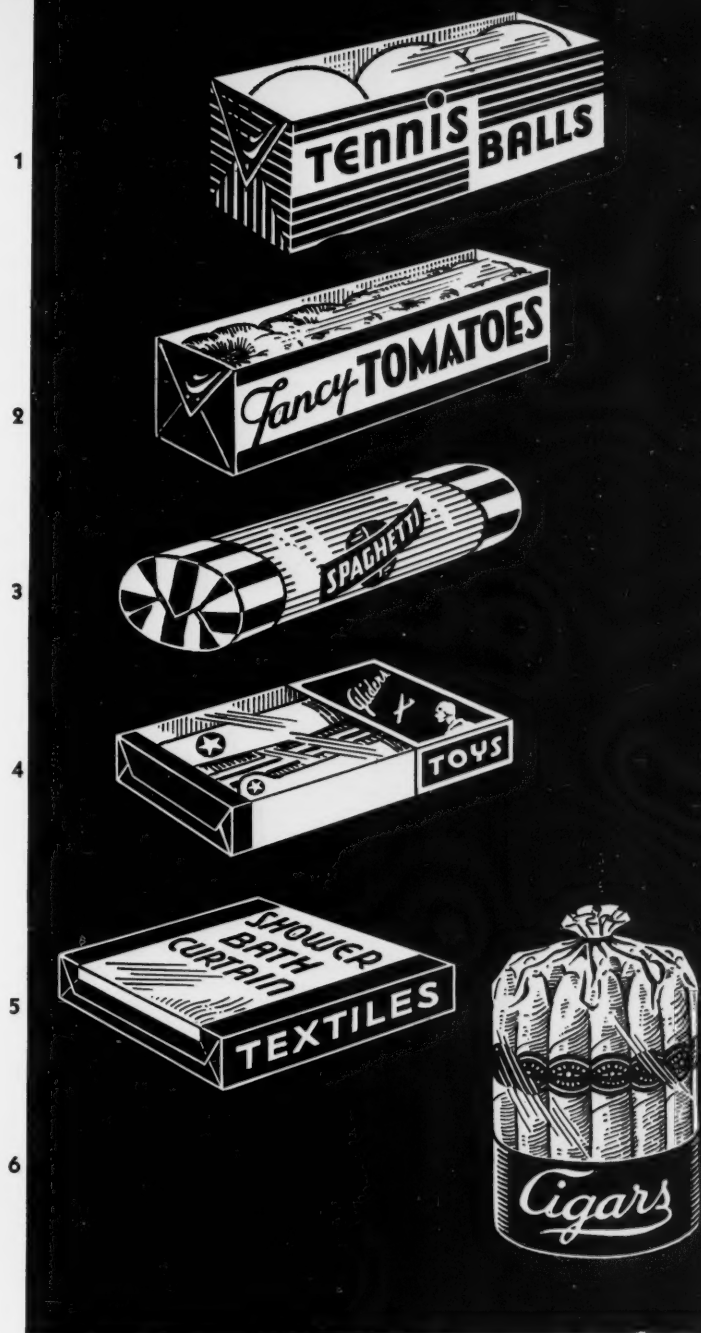
bread were an inconspicuous part of their surroundings. Nothing of the product itself could be seen through the wrapper. The loaves were like wall flowers at a dance, meekly waiting for partners to seek them out. They needed new gowns, in new colors, with new sparkle, and a friendly smile. The bread was good bread, but the wrap was of Civil War vintage in a modern age. Sales people and present customers had grown used to it. New customers were slow to become acquainted. Both sales organization and buying public needed a galvanic shock. The time was ripe for package reinvestiture of a revolutionary nature.

No change was considered on white bread. Being a staple, the company reasoned, women buy it anyway and visibility was not as important a factor as it would be with the specialties. Therefore, the company took its next largest selling item, plain rye. A combination wrap was devised, the sides or ends of wax paper and a center piece of transparent cellulose, forming a window 3 inches wide. A new design, printed in brown and red on white paper, gave the new wrap a decidedly fresh and lively appearance.

A new wrapper for the plain sliced rye loaf was next constructed of identical design but of different color arrangement, brown and yellow on white, at no extra drawing and plate expense. The window is the same width, same position.

In succeeding months, as the stock of old wraps was used up, three other wraps were worked out and adopted—100 per cent whole wheat sliced, 100 per cent whole wheat raisin, and crushed wheat-with-honey. Three colors were used on each, brown, red and tan on the first, purple, red and green on the second and brown, red and yellow on the third. Whole wheat bread and whole wheat raisin bread have a health appeal. So a pictorial feature was worked into the two whole wheat designs to interest children—a boy swinging on a trapeze for one, and a one-arm balancing act by a boy and girl for another, with the words, "Health in Every Slice" and "Builds Sturdy Bones." The window in both these wraps is of transparent cellulose. The window for the crushed wheat-with-honey loaf is made of amber cellulose to enhance the color of the bread crust, and the printed design carries out the honeycomb-and-hive motif.

These five loaves, each with its new window wrapper, were put on sale one after another, beginning with the two rye loaves. The Bohack bread sales department, in charge of C. B. MacGrayne, who personally worked out these wrap designs and color schemes, introduced each loaf with a special drive on Bohack stores. This was an inside organization effort wholly, no consumer advertising being used except reproductions of the new wrapper-enclosed loaves pasted on store windows. Every week a Bohack "Advice Sheet" goes to each store manager featuring the window display for the week. One of these was devoted to the new bread wraps, showing a picture of how to fix up the window with reproductions of the wrap and how to display the loaves in window and on counter.



1. The advantage of the window to the tennis ball package is obvious—complete visibility of the product without handling and consequent soilage.
2. Tomatoes—why not? secure against thumb dents and packaged for safe transportation without skwushing
3. Spaghetti even in its raw state is appetite-arousing when met up with face to face
- 4, 5, 6. Toys, textiles and cigars, in the order named, all are much enhanced when put up in this modern manner, telling their own story to the shopper in overtones and undertones of "buy-me-now-and-take-me-right-home" that no salesperson could ever think of or imitate

Sales on each loaf about doubled, said Mr. MacGrayne. "Putting a new wrap on a bread item or a bakery product," he said, "especially when the change from the old to the new is a radical one, as it was in this case, can generally be counted on for a double up on sales. Here we had two radical changes, the transparent windows which gave customers an un- (Continued on page 97)

PACKAGING PAGEANT



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1. "Captain Apple Jack" Special Reserve Apple Brandy now makes its appearance in a neatly shaped pint bottle ingeniously dressed in foil, giving it the appearance of a rich hammered silver flask. The bottle is completely hidden save for the legally required Federal resale warning in the back and a series of round holes along both sides to show contents level. The package was designed by A. B. Kennedy of the Hickory Town Distilling Company, manufacturers of "Captain Apple Jack." The Reynolds Metal Co. furnished the foil wrapper, Carr-Lowrey Glass Co. the bottle, and Armstrong Cork Products Co. the closure.

2. The cans and labels of Haas-Davis Packing Company's new line of Satsuma canned foods were uniformly designed to present a neat and attractive pattern when lined up on grocer's shelves. Wurzburg Brothers, Memphis, Tenn., designed and supplied the labels.

3. Virko Gold Ink is packed in a "quick mix duplex can." Upper portion of the can contains varnish while the lower mixing can holds the bronze—in exact quantities for best printing results. The manufacturers, Wood, Nathan

& Virkus Co., New York, designed the duplex can which was made for them by Continental Can Co. Miriam Davis Debbie, Plainfield, N. J., designed the label.

4. Candy Crafters, Inc., have created "Q-Ts—Instant Breath Sweeteners," packaged in Kimble Glass vials with Re-Seal-It caps. The package affords visibility of product; air-tight protection; accessibility of contents; freedom from debris as in case of "wrapped" packages; and assurance against worn appearance.

5. The Electrical Appliance Division of the McGraw Electric Company dramatizes TOASTMASTER products using a corrugated "pre-packed" carton, an individualized tape design and contrasting label. This family of designs was created by W. L. Stensgaard & Associates, Inc.

6. Daniel Reeves, Inc., have put on the market a family of tea bag packages. Reeves Tea Bags can now be had in attractive cartons made by Robert Gair Co., Inc., in 10's, 20's, 50's and 100's to suit tea drinkers of all capacities.

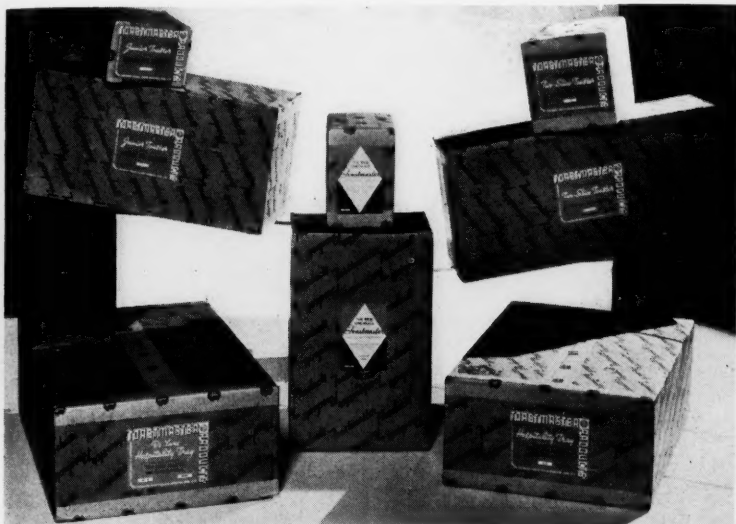
7. Parker-Kalon Corporation introduces new packages for its various screw products. The

packages are in blueprint blue with white outline drawing for screws, bolts, etc.

8. A small, portable shelf of grooming accessories, all ready to hang, makes a charming Christmas gift offering by Seventeen, Inc. The cosmetic shelf is easily hung in the bathroom, and simplifies the problem of the cluttered up bathroom cabinet by getting these important aids out of the way.

9. Sun-Rose Nut Spread Co. are now introducing this attractive new line of Lurch's Nut Spread. The complete line includes three sizes in jars—3½ oz., 7½ oz. and 16 oz. Also the "Energy Snack" consisting of a 1¾ oz. collapsible tube of the new nut spread and a packet of Ritz crackers, both enclosed in a cellophane bag. The labels are printed in red and black on gold foil stock. The attractive

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... what a difference a

... no packaging material can, of itself, produce an award winning package. That takes a brilliant spark of creative genius, touched off by the designer himself.

... but with some materials, this spark has a better chance of blazing into glory. Such a material is Aluminum Foil. It has more inherent beauty than other wrappings. More sparkle. More vitality.

... given those qualities to start with, inspiration comes quicker. Creating a shape, a label, or an overprinted design that will sing against foil's background is greatly simplified.

... so much for foil's artistic advantages. On the practical side, Aluminum Foil protects flavor, freshness and purity by keeping out air and light, moisture and radiant heat. Examples of its efficiency in these respects are yeast cakes, tea, photographic film, chocolate bars.

... it has been our privilege to cooperate with designers and manufacturers in developing packages that employ Aluminum Foil. This experience and the fact that our Alcoa Aluminum Foil is available in all types and colors may be a great help to you also. Aluminum Company of America, 2129 Gulf Building, Pittsburgh, Pennsylvania.



*The full
name is*

ALCOA

e a aluminum foil makes

ELEGANCE ★



ALUMINUM FOIL

PACKAGING PAGEANT

11



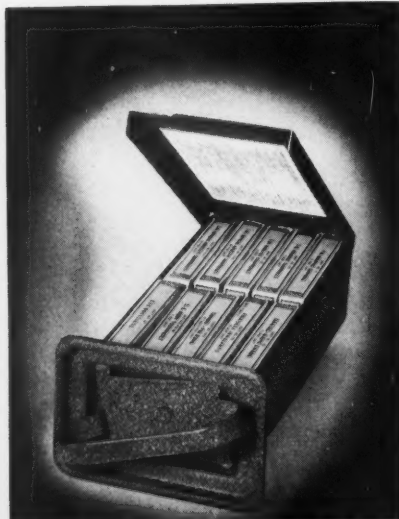
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jars are sealed with popular double circle dull black coated C. T. caps by The Aridor Co.

10. Orange Butter made from the hearts of rich tree-ripened California oranges is now offered in attractive glass containers by the Treesweet Products Co.

11. The corrugated fibre shipping box adopted by the Massachusetts Tomato Growers was designed and manufactured by The Hinde &

Dauch Paper Company. It protects the tomatoes in transit and opens into an attractive counter display upon arrival at the retail store.

12. To remove spots quickly, housewives can use this handy package developed by the Voss Washing Machine Company. The kit contains stain remover for everything from blood to water spots. Each bottle is sealed with an Armstrong's double-shell metal cap.



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13. A first-aid kit, specifically designed for the emergency treatment of burns, has been developed by the Davis Emergency Equipment Company. The kit is furnished in a bright red enamel and is conspicuously labelled "First Aid."

14. One of the latest gift packages is that of the Pilgrim watch, which is sold in a Plaskon tray, coming in a variety of colors. The tray and watch are covered with a transparent globe made of Lucite.

15. With the trend in packaging toward visibility, A. W. Faber, Inc., saw a real opportunity to stimulate sales of long black and colored refill leads for all makes of standard diameter mechanical pencils. The new package is a transparent vial for counter display, each vial being mounted on a gold foil card printed in blue and black.

16. Arrow Distilleries, Inc., is now presenting its well-known line of apricot, blackberry, peach and cherry flavored brandies in these handsome and distinctively styled packages designed by the packaging research divi-

sion of the Owens-Illinois Glass Company.

17. Gillette Safety Razor Co. introduces its Brushless Shaving Cream in a new collapsible tube in colors of red, white and blue with a blue molded cap. Design by Raymond Loewy.

18. A new product, Vazone Antiseptic, is offered by Service Laboratories, Inc. The individual cartons in white, with bottom band of red and the trademark "Vazone" on three sides and the top and bottom, house the glass bottled product.

19. A stock coffee bag design under the registered trademark "Flavo-Fresh" is introduced by Continental Bag Specialties Corp. The bag was produced by S. H. Oshan of Continental in collaboration with Menken Advertising, Inc.

20. A. G. Spalding & Bros. score another "first" in the athletic goods industry with a package for a Spalding Top-Flite Last-Bilt Basket Ball. The new box, cylindrical in shape, is pleasing in its symmetry of line and attractive in its deviation from the usual conventional square type.

BOTTLE, CAP, LABEL—ALL BETTER

BRITE-IZE, a preparation for cleaning eye-glass lenses, has been on the market about three years. It is sold in stores and is put up in two sizes, a 2-oz. bottle and a 2-dram vial, both of stock design. Each has the same kind of paper label, black ink on gold stock.

The Brite-Ize Company, Chicago, wanted to improve its package and label, especially the 2-oz. bottle. The reader may wonder why—what's the matter with that bottle? Isn't it a convenient size? Doesn't it show off the product clearly? And that label—if the reader could see it in black and gold, he would consider it a fine, quickly read label. It says something, and how!

The company wanted to improve both package and label for two reasons, (1) to increase sales by (2) giving the consumer a more efficient container and a label with some sales suggestiveness in it. That would mean more first-time buyers and more repeat buyers.

Look at that old bottle. It is like thousands of other bottles in the dealers' display cases. Just a stock design—nothing distinctive about it. Not very efficient either, because it can easily be tipped over. Considered from the angle of consumer use, it suggests nothing—it doesn't nudge the consumer to keep trying it for the fun of seeing it work as well as for the easy and convenient

way it provides for keeping eye glasses clean. Then the label—it's just a name label on non-transparent paper that has to be pasted on and which might drop off, leaving no identification on the bottle.

There's the problem. How the manufacturer went about solving it, and some of the difficulties in the way, follows in his own words. Notice there is the problem of (1) the container, that of (2) the cap and that of (3) the label; and that the last had five aspects. Mr. B. Copeland, of The Brite-Ize Company speaking:

"In our desire to improve the appearance of our 2-oz. container, we came upon the bell-shaped bottle (see illustration) which we liked very much, because it seemed appropriate for an eye-glass cleaner. This bottle is tilt proof and perfect for an atomizer.

"Two problems arose which had to be solved. First, it was necessary to obtain a cap that would blend well with the curved lines. We searched for a dome-shaped cap from a stock mold. Several samples were submitted to us but somehow they did not have the right appeal. When the plastic sprinkler cap (shown in illustration) was fitted to the bottle, we realized that we had found the correct solution without having to go into a private mold.

"Our second problem, the label, was even more difficult because of the curvature of the bottle. We thought of (1) a label around the side of the cap, (2) a label on the bottom of the bottle, (3) a flat circular imprinted celluloid piece around the neck of the bottle, (4) a paper collar similarly placed covering the upper half portion of the bottle and (5) a paper label designed to fit the curvature. This last would have been the cheapest but it seemed we could not design a paper label that would not wrinkle.

"Then, we thought of the decalcomania transfer in the illustration. We tried several pieces on the bottle and this proved to be the answer.

"The decalcomania label was designed to fit the curve of the new 2-oz. bottle and could also be used for the 2-dram vial. This label greatly improved the appearance of the vial, as you can see. Whereas the old paper label is black ink on gold stock, the decalcomania label incorporates red, white, gold and black on a transparent background which permits the color of the liquid to show through."

That's the story in a nutshell—a nutshell epic, so to speak, because it epitomizes the history of better packaging. Said Mr. Copeland in conclusion, "It is hardly necessary to add that the new package is being favorably received by the trade."

The improved bottle (center) has three points of superiority over the old (right)



Modern display

SEPTEMBER 1937

ATKINS HELPS DEALERS CAPTURE QUALITY MARKET

by WM. LINCOLN HUSTON*

THE DEPRESSION PERIOD sharply decreased building activities. As a result, the merchandising of better quality tools practically came to a standstill. Hardware stores, like all other types of stores, drifted with the declining market and offered low quality products that could be sold at very low prices, thus meeting the restricted buying power of the consumer.

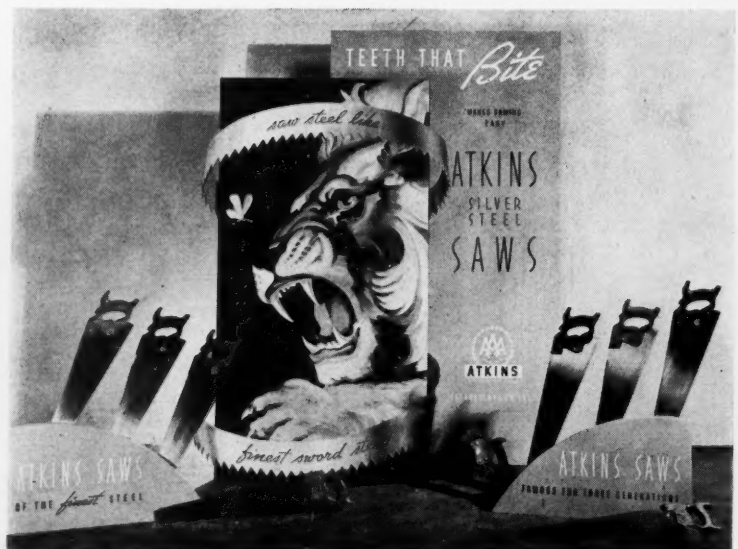
After three years of this "catch-as-catch-can" merchandising, inventories of good quality saws were small and there remained mostly bargain merchandise that could do little more than fill temporary needs. Later, as building conditions improved and as more liberal buying power was restored to the consumer, there became evi-

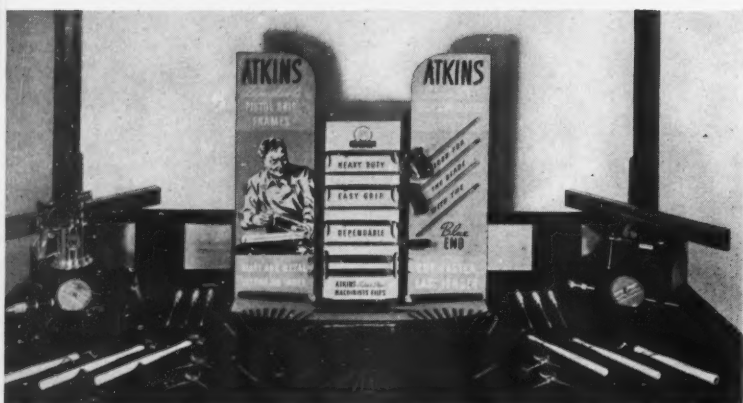
dent the need for an intense and dramatic merchandising plan that would "trade up" the consumer to better quality products. The depression compelled manufacturers to meet the demands of the buying public with products at lower prices. Consequently, the trademarks of many quality products which necessarily sold at higher prices, slipped out of the consciousness of many buyers.

The Atkins Company has at all times during its three generations, adhered to rigid quality standards. It manufactured and marketed successfully very high-grade saws produced from specially treated steel known under

* Executive vice president, W. L. Stensgaard & Associates, Inc.

The current advertising theme that dominates all Atkins advertising is "Teeth That Bite." Shown (top row) are two startling dramatizations of this theme developed in third dimension, high in color to dominate the hardware store window. These will appear during the fall of 1937 and spring of 1938. Lower row, left: The first of the series of itinerant window displays offered by the E. C. Atkins Company to hardware merchants. One features the superior quality of Atkins exclusive silver steel. The precision of formula and the careful tempering produce the great essential—uniform quality. The second (lower right) features, in a dramatic way, the historical background of silver steel, the development of the founder, E. C. Atkins, and the growth and extent of the business he established





Pictured above are the four deals with the merchandise furnished. The displays were photographed in hardware store windows accompanied by tools made by other manufacturers. Hand colored photographs were mounted in portfolios convenient for the Atkins salesmen to carry. These portfolios gave the Atkins salesmen a modern and interesting method of presenting quality tools to hardware merchants

the trademark "Silver Steel." In the spring of 1936 the building trades showed widespread improvement. As everyone knows, this activity was greatly accelerated by the Federal Housing Administration. Therefore, it was considered timely to inaugurate a program which would again feature "Silver Steel" high quality saws to the trade. This, however, could not be achieved without eliminating the existing uneasiness and fear on the part of the merchant to buy larger stocks of higher quality merchandise. Then, too, the problem was aggravated because of the large inventory of cheaper tools in the stores—and the uncertainty in the minds of both sellers and buyers of the continuation of widespread housing activities.

In order to overcome these obstacles, it was recommended that an intense point-of-sale merchandising plan be designed to bring about a consciousness of the advantages of better tools, and to replace in the minds of both dealers and buyers the depression-buried trade name "Silver Steel."

The plan which proved so successful was as follows: Atkins products are sold through jobbers, and directly by Atkins salesmen who develop orders from hardware stores and turn them over to be filled by the jobbers. Here again, the jobbers also hesitated to buy better quality tools in sizable quantities—due to large stocks of cheaper tools.

To overcome this resistance, a plan was conceived which created four deals, each featuring a representative line of different types of saws, each deal representing a very small investment on the part of the dealer and an exceptionally good mark-up. As an inducement to get stores to purchase and to feature prominently each of these deals, a point-of-sale display property—modern, colorful, attractive, dramatic—was conceived and offered to them for use either in windows or in store interiors. These four properties or merchandisers, reproduced in the accompanying illustrations, promoted the following items:

1. Hand Saws
2. Pruning Saws
3. Hack Saws
4. Saws for the home workshop

The plan had to be flexible so that a nation-wide drive could be successfully carried on. Certain difficulties, due to the geographic use of a few of these saws, made it necessary to analyze carefully the entire distribution plan. After this study was completed, quantities of each display property were fixed and built. Hand-colored photographs were given the Atkins salesmen with portfolios explaining the plan. Elaborately colored catalog pages were immediately printed and furnished jobbers. The salesmen were given special order books to record their orders. Every tenth order entitled them to a cash bonus. As a further stimulus, monthly prizes were offered to the three leading salesmen.

Further impetus was given to the plan by inserting colored advertisements in hardware trade papers. These featured the profit advantages and the display values of the four different deals. The copy was conversational,

fundamental and particularly designed to impress the merchant with the high potential demand for better tools. Direct mail also was used as a vital part in building interest in these deals. Colored broadsides featured the displays and described each deal by tabulating the number of items offered, their cost to the dealer, the retail price and the mark-up.

Summarizing this first phase of the point-of-sale program sponsored by the Atkins Company, the following result accrued:

- (a) The production department was justified in increasing its schedule for immediate production of those better items that would be needed to build up an inventory in the hardware stores.
- (b) The jobbers again became conscious of the high quality standards maintained by Atkins—quality standards which meant higher gross profit to both jobber and dealer and greater satisfaction to the consumer.
- (c) The Atkins sales organization was greatly encouraged, and the plan eliminated entirely the single thought that low-price merchandise only could be sold, making that group aware that the real roots of a successful business could not flourish in the shallow soil of inferior quality products.

The second phase of the point-of-sale program was the use of the six-years-old medium called "itinerant displays"—elaborately designed, colorful displays which traveled from store to store; used by each of them for one week. This represented an entirely new program in the hardware field. The purpose of this itinerant display plan was to produce the effect of a nation-wide campaign based on the premise that the hardware dealers' windows furnished a vast and valuable circulation of buyers.

It was known that hardware merchants were unaccustomed to this type of window display promotion. It was further known that they were accustomed to fill their windows with as many items as possible; and that they, as a general rule, never trimmed their windows regularly nor used much imagination in capitalizing on the value of their window space.

Two dramatic themes were conceived featuring "Silver Steel" designs. The displays were dramatic and possessed great attention value, giving the consumer a definite impression of the high quality of Atkins saws. The Atkins Company furnished a list of hundreds of stores. Reservations were solicited for one-week showings from these stores and the response was astonishing.

The response proved that the hardware merchant was anxious to utilize his windows to greater advantage. He was eager to use the displays and recognized this promotional cooperation on the part of the Atkins Company as a definite assistance to him in increasing sales. The success of the program was immediate. The response on the part of the buying public was immediate. The dealers, jobbers and the manufacturer derived wide benefits from this promotional program.

In order to further capitalize on this window promotion, the Atkins Company furnished the merchants with small printed invitations to be sent to preferred lists of carpenters, mechanics and contractors—telling about the window, inviting them to rediscover the advantages of "Silver Steel" saws.

The itinerant campaign accomplished three major things: Both jobbers and Atkins' salesmen were given a new and much needed stimulus to sell better quality, higher gross margin tools.

The inventories of both hardware dealers and jobbers were more evenly balanced. As a result, both capitalized on the existing trend to better quality merchandise.

The itinerant display program again restored to the buying public an appreciation for better quality tools, particularly for "Silver Steel" saws. And the Atkins Company was successful in getting the trademark "Silver Steel" back more prominently into the minds of carpenters, mechanics, contractors and other consumers, quickly at low cost.

Grapes Form Motif for Cognac Bottle

A German cognac firm makes use of the grape-shaped bottle shown in the accompanying illustration. The bottle is of clear glass and the individual grapes protrude in a very lifelike manner. The cork is sealed with green wax, so that the neck of the bottle gives the impression



of a stem. A grapevine leaf on the neck of the bottle, with the name of the firm and advertising text printed thereon, covers up an additional reserve cork. The shape of the container is such that the bottle can be placed on its side or conveniently suspended. Contents are about one and one-half pints—the same as an ordinary cognac bottle. This package is intended as a gift, as an addition to baskets as gifts, a prize at entertainments or as a table decoration. In a show window it has an attractive effect as a display, particularly if a good lighting arrangement is supplied so that the impression of a cluster of golden yellow grapes is gained.



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GALLERY OF ADVERTISING DISPLAYS

1. The Shick Dry Shaver, Inc., uses this display to tell their story that "No Beard Is Too Tough and No Skin Too Tender" to shave quickly and closely with a Shick Shaver. The display is in six colors, created and lithographed by Polygraphic Co. of America, Inc.

2. A new floor display, designed and made by Robert Gair Co., Inc., assembles in one unit the picnic products of George Weston, Ltd. It invites selection of the package to fit the picnic, and it also presents a temptation to the customer to stop, to look, and to buy the whole assortment—Cheese Crackerettes, Assorted English Quality Biscuits and Peacock Creams.

3. The die cut display card for General Foods creates an urge to buy and try through the use of a large tempting illustration of a dish of the new Grape-Nuts Flakes with bananas, and a large reproduction of the package. Lithographed in full color by The Forbes Lithograph Company.

4. An entertainment idea to add to the pull of counter display, plus a practical device to keep customers occupied while waiting to be served, confers a double usefulness on this novelty counter display for Harvester Cigars. This device embodies a new merchandising thought of "amusing the customer" with a spin game, plus the attraction of an open box of cigars. Originated by Einson-Freeman Co., Inc.

5. A much-desired fillip of novelty, as well as naturalness, is added to this Odorono display by the frosty touch of pale silver-blue foil behind the cutout letters of the keyword "Ice." The product's usefulness in social life and sports is graphically pictured by the two alluring feminine figures. Designed and lithographed by Einson-Freeman Co., Inc.

6. The new Listerine shaving cream counter display graphically emphasizes the fact that 24 quarts of lather are

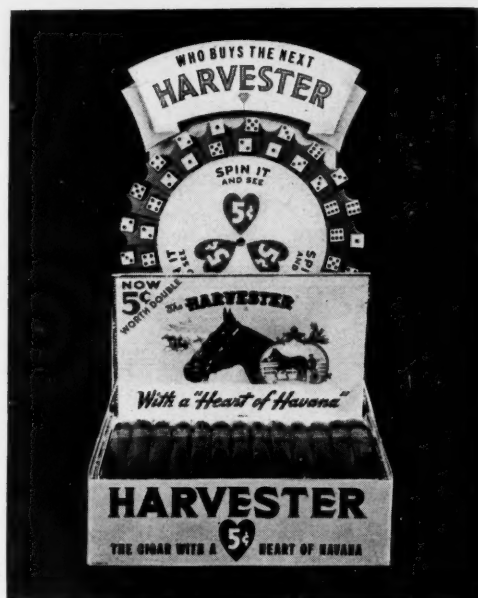
obtained in one tube of the shaving cream. Produced by Zipprodt, Inc.

7. Colt's Patent Fire Arms Mfg. Co., present two new lines of practical plastics. One is an Eye-Bath Cup, with a convenient cover, in distinctive colors—red, white, mauve, black, yellow and green. It is compact, less likely to break than glass, sanitary, and sells for 10¢. The other is a Purse Make-up Kit, in which can be put rouge, cream, powder and eye shadow. The kits are in attractive colors and sell for 20¢ each. The counter displays, designed by Robert Gair Co., Inc., to emphasize the beauty of these two products, are manufactured by its Eastern States Carton Division.

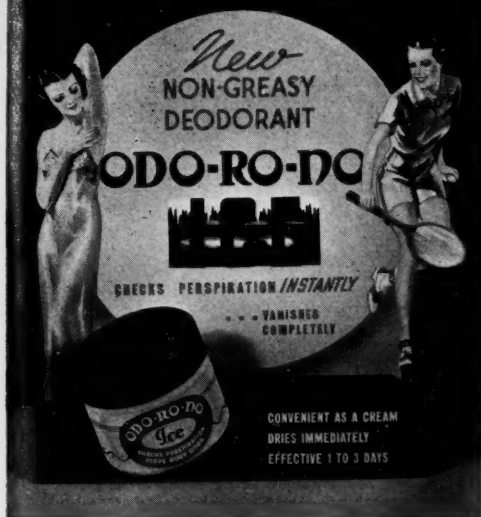
8. These display cards for Tussy have an ultra-sophisticated appeal and enhance the value of a quality line of merchandise. The woman shown on the centerpiece is done in red, and contrasts beautifully with the strong head and hat of the man, printed in black. Created and lithographed by the Polygraphic Co. of America, Inc.

9. Doubling up on the grocer doesn't hurt his feelings a bit in this instance as evidenced by his wide smile on this current 24-sheet poster featuring Shredded Ralston. Lithographed in full color for the Ralston Purina Company by The Forbes Lithograph Co.

10. This Old Quaker Window display with the actual fishing string and real corn-cob pipe which is inserted into the farmer's mouth, caused much favorable comment and was welcomed by dealers. Created and produced by Kulay Advertising Displays, Inc.



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11. A new display item that is creating quite a stir throughout the trade is the large lithographed Whittemore's Cadet White Shoe Cleaner display arch. This display makes possible the creation of a special Whittemore's department in retail stores. The top piece is lithographed so as to read the same from both sides and the upright posts are made three sided so that the message is flashed in various directions. Designed and produced by The Forbes Lithograph Co.



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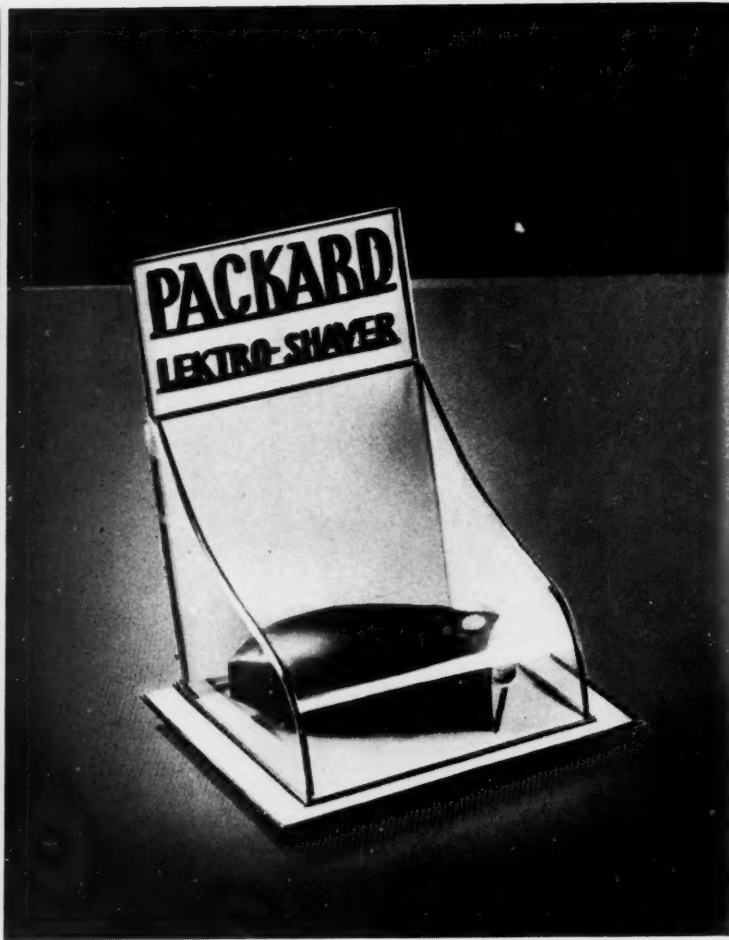
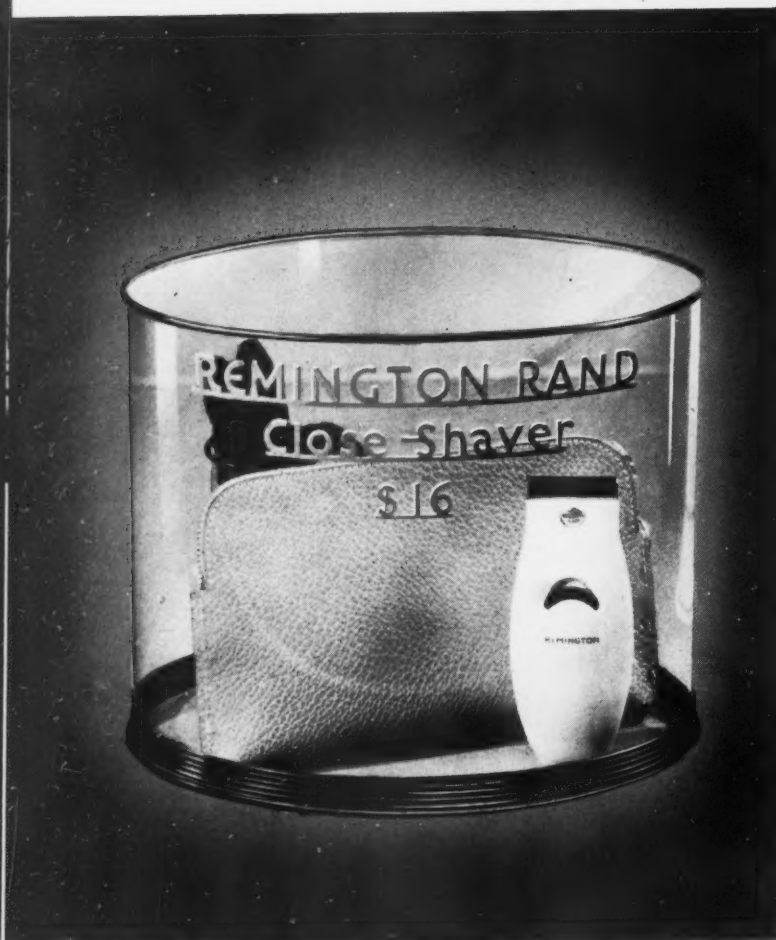
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The Packard Lektro-Shaver is demonstrated and displayed apart from its sale-package and wire-cord in this transparent unit

Remington Rand chooses this bandbox device, with base-attached cup for the wire cord and a pronged arrangement to hold the razor in upright position. The entire housing—top and side walls—lifts up, when desired, to permit of examination of the razor in use. Both displays designed and manufactured by Jos. H. Meyer Bros.

THE TRANSPARENT DISPLAY TAKES ON NEW FUNCTIONS

THE LINE BETWEEN displays and packages has never been more indefinite than it is today—a condition brought about, in large measure, by the advent of the practical semi-rigid and rigid transparent cellulose container. For these packages, by making possible the display of products hitherto hidden behind opaque package walls or left completely unpackaged, have not only opened up new fields to packaging but have resulted in the development of completely new elements in the display field.

The transparent container, as such, fulfills most of the functions commonly desired in a package. It carries the product, it protects it against dirt and dust and the haz-

ards of handling, it brands it and makes it easy to stock and stack items of irregular shape. But, unlike most other packages, its very nature makes it either a part or the whole of the necessary display for the object it contains. Thus hats, shoes, combs, brushes, powder puffs, etc., are today displayed in their transparent containers and—since the cost of rigid containers is *relatively* high—these are, as often as not, chosen mainly for their utility as displays. As such, they protect the item on shelf or window from dirt and dust; they protect it on the counter from handling; they enhance its appearance with a glistening sheen; and, finally, they make possible the use of window space in three dimensions for items that

TIMELINESS and EFFECTIVENESS

WESTCLOX WINDOW DISPLAY

Designed to tie up with retail store activities during Westclox Week—September 11-18, 1937.



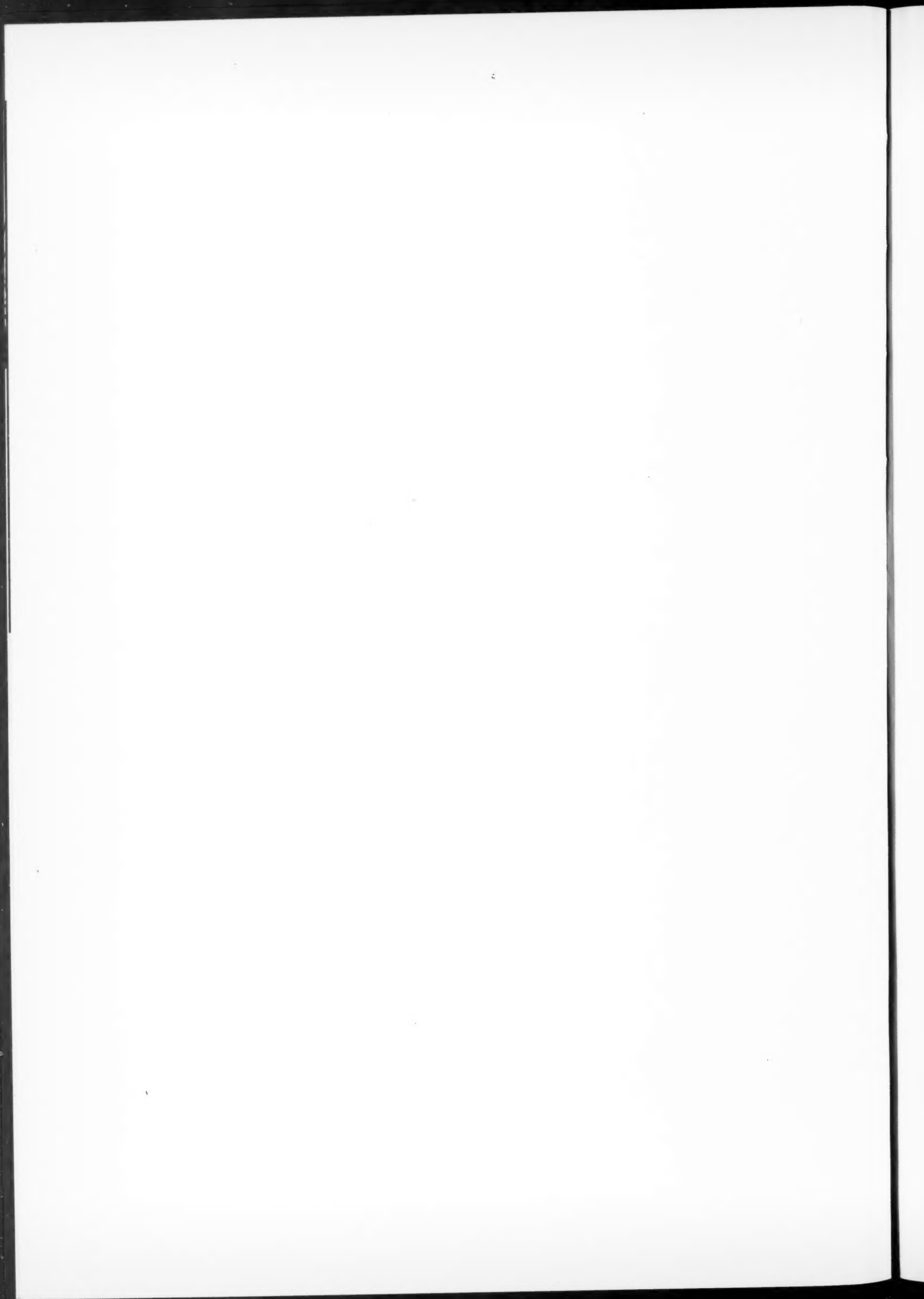
Created and produced by

FORBES *Creative Lithographers for Seventy-five Years*

STRIKING DESIGN . . . A specially constructed set-back golden fan . . . Die cut open-work lettering in WESTCLOX . . . Semi-transparent letters in BIG BEN . . . Plenty of shelf space for prominent display of twelve or more WESTCLOX items . . . Provision for an electric light and flasher unit . . . These are some of the vital creative elements that combine with good lithography to make this display a powerful merchandising unit . . . Just another indication that you should consult FORBES for creative cooperation . . . Let one of our sales executives work with you in developing your next sales campaign.



FORBES LITHOGRAPH CO.
P. O. BOX 513 • BOSTON
NEW YORK • PHILADELPHIA • ROCHESTER • CHICAGO • DETROIT • CLEVELAND



could formerly be displayed only in the flat. An illustration of the last point is the shoe store of former years, with shoes displayed on steps which rose as they receded. Contrast this with the varied display possibilities at the call of the window-dresser who may stack shoes one above the other because he can gain full visibility for every shoe when each is encased in a transparent box.

Yet, though rigid transparent containers are, in themselves, a form of display, many manufacturers are finding the rigid transparent materials desirable for other forms of display—forms designed primarily for use not as packages but solely as displays. While by no means limited to such fields, several of the foremost users of these displays to date are to be found among the marketers of high-priced mechanical appliances, such as optical goods, electric razors, etc. Here, the problems of display are closely related to those of demonstration and product protection, and most of these displays are of the counter variety.

Two typical ones are here illustrated. The Packard Lektro-Shaver display consists of an opaque base upon which is erected a housing with a curved front similar to that employed by the now familiar "invisible window." An opaque back rises above the enclosed section to display the brand lettering, of cemented Celluloid. This back, fitted into grooves in the side sectors, is easily removed when demonstration of the displayed sample is desired. The curved and slanting front provides easy visibility and freedom from glare when the display is viewed from eye level.

Another similar unit is used by Remington Rand for its Close-Shaver. This device is of the bandbox type, consisting of an opaque base fitted with a pronged attachment which holds the shaving device erect, a cup of transparent construction which holds the wire-cord and provides room for the demonstration of the leather pouch in which these two components of the Close-Shaver are sold. The oval construction permits of visibility from any angle; and access to the units for demonstration purposes is made easy by the form of the display, since the entire housing can be lifted from its base as a unit. A patented form of edging, of opaque plastic material, serves to make the ovoid top more rigid and to insure a close fit over the base of the display. Lettering, once again, consists of cut-out, cemented Celluloid, the three lines being so designed that they may be cemented into position as units.

Dealers report close consumer interest in the items as displayed and find that this form of display materially reduces spoilage of demonstration shavers both because of the reduction of un-supervised handling of the units and the elimination of much of the dust and dirt that would otherwise attack such items, were they demonstrated in the open or displayed on open trays. From the manufacturer's viewpoint, displays of this type have the advantage of insuring the display of the product in the preferred top-of-the-counter position, since there is little or no temptation for the dealer to place the display under glass in a showcase.

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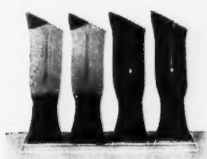
- BOTTLED GOODS
- PACKAGED GOODS
- CANS
- BAGS
- ODD SHAPES
- BULK AND HEAVY MERCHANDISE

FOOD AND DRUGS

Illustration shows D. W. 1227 for displaying bottled goods. There is a Union Display rack for every item sold in food or drug stores.



GENERAL MERCHANDISE



This display rack for Men's Socks is typical of the many fine racks which can be furnished for displaying general merchandise items.

BULK AND HEAVY GOODS

A floor display for tire chains. Similar displays are built for paints, linoleums, etc.



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Write today for Union Display Catalogue. Contains a number of case studies of sales increase due to proper display and shows the wide variety of racks offered.



UNION STEEL PRODUCTS COMPANY
521 Berrien Street Albion, Michigan



YOUR *point-of-purchase*
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every minute -- every day!

● Every manufacturer knows how distance weakens the force of his sales effort. By the time his goods reach the firing line of retail sales, the whim of a clerk may determine whether the product is even mentioned or shown!

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Send pictures of Lyon Displays now in use . . . and suggestions for unit to display (give name of product).	
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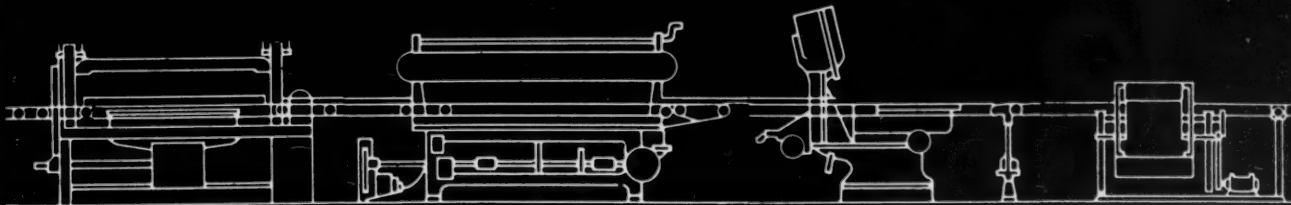
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In most cases the same machine that will wrap the regular type carton, will also wrap an open tray,



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Such extreme versatility is not only an aid to sales, but it is your guarantee against early obsolescence of the machine itself.

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Over a Quarter Billion Packages per day are wrapped on our Machines

HIGH SPEED BOTTLING AND HANDLING OF CARBONATED BEVERAGES

by FRANK ARCHER* as told to FRANCIS A. WESTBROOK

IN PLANNING the layout and mechanical equipment for the bottling plant of the Moxie Company of Boston, as well as the methods of operation, every effort has been made to provide for the purity and cleanliness of the products as well as for the avoidance of waste and inefficiency. Production is on a large scale, amounting to some 110,000 bottles of the 7-oz. size per day of eight hours. Waste due to breakage in the plant is extremely small and returns from the trade due to improper condition of the goods as shipped are practically unheard of. While expense has not been spared as to equipment and in maintaining the plant in first class condition at all times, it is felt that the investment has been an eminently profitable one because of the economy of operation thus made possible.

Bottling operations are conducted on the second floor. The first, or ground floor, is used for the storage of empty bottles and finished goods, both always in wood cases. The bottling has been as completely mechanized as is possible with the equipment now available, and the handling of the cases has been fully conveyORIZED for receiving, storing, shipping and handling in the processes of production. This latter space is traversed by approximately 1100 ft. of belt conveyors driven by 17 motors totaling about 19 installed hp., plus numerous spiral gravity roller conveyors and sections of portable gravity roller conveyor.

The bottling, or production department, consists of two separate lines, arranged as shown in Fig. 1. From this it will be seen that the cases of empty bottles come up on boosters, one for each line, from the floor below. The bottles are taken out and placed in the washers, which are of the 12-wide, three-compartment tank type. From this point on until shipment there is no manual handling. The containers and cases travel by conveyor and the products are handled in glass-lined tanks and block tin-lined pipes. The empty cases, still on the gravity roller conveyor to which they are delivered by the booster, next travel to the station where those needing it are repaired. Three men on each line do this and are kept provided with repair material by another who takes charge of both crews. As the boxes are put in con-

dition they are placed on the roller conveyors which pass down through the floor and are supported beneath it, extending to the other end of the lines where they are raised by boosters to the tables where the filled bottles are put in them. This avoids all danger of dust being raised in the bottling department by the handling of the empty boxes. After passing through the washers the cleaned bottles travel by covered chain bottle conveyors to the filling station. These conveyors are covered so that no dirt can get either into or on the bottles. In addition to this the bottles are carefully inspected as they are automatically unloaded from the washers.

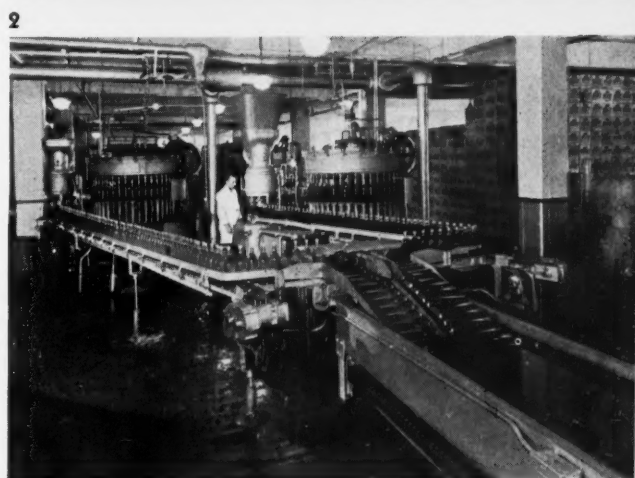


Fig. 1. Washer end of production line. Booster coming up from storage below. Men in foreground are repairing cases and sending them to other end of line over the roller conveyor. **Fig. 2.** Filling and capping units and testing tank. Note how bottles tip over as they descend into the tank. **Fig. 3.** Finished end of production lines with accumulating tables and gravity roller conveyors leading through floor to shipping room

* Chairman of the Board, The Moxie Co., Boston, Mass.

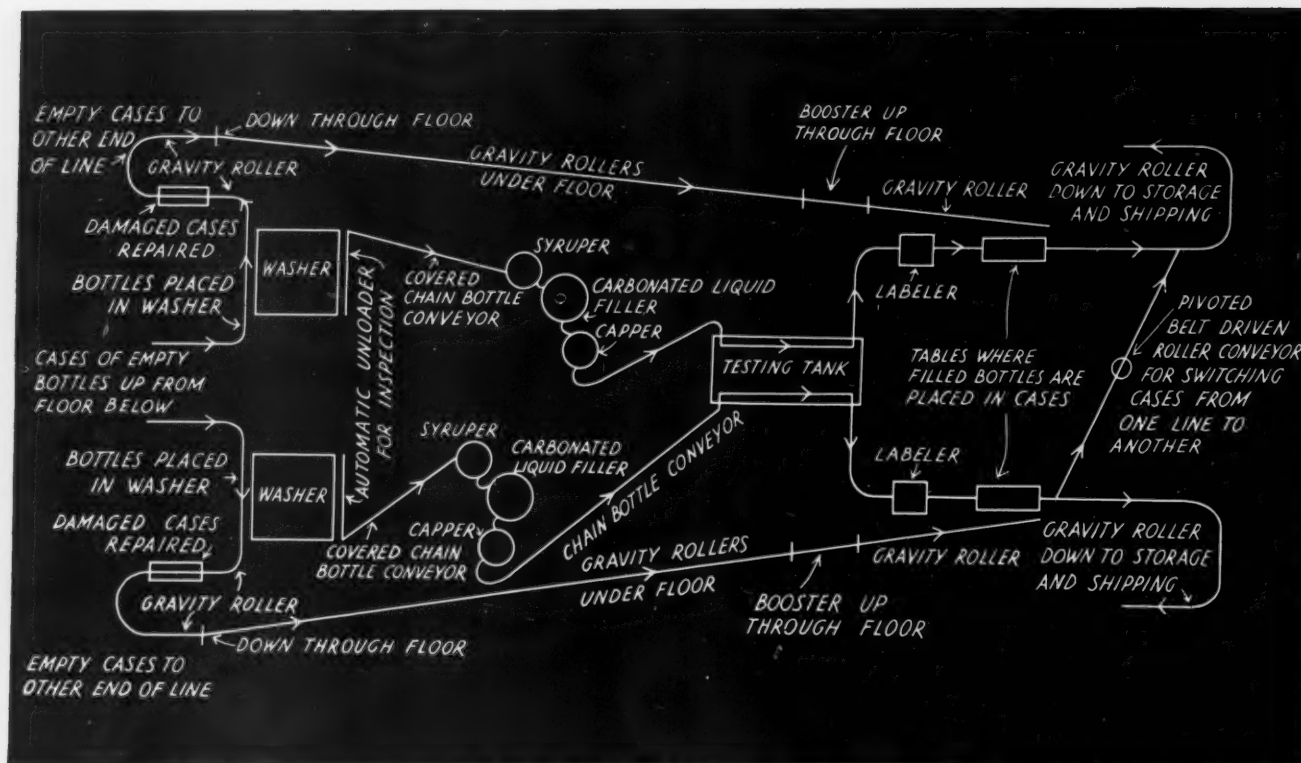


Fig. 4. Layout for bottling production.

The bottles receive the syrup and then pass on to the station where they are filled with the chilled carbonated liquid. This is done in two operations in order to avoid foaming. They then travel to the capper. Three units are employed in the filling process and set the pace for production. This is 115 per minute for the 7-oz. Moxie and 8-oz. Pureoxia bottles and 87 per minute for the quart Moxie bottles. As there are two production lines the total output is double this amount. The washer is run slightly faster than the filling in order to provide for bottles thrown out on inspection.

From the capper crowner the bottles travel by chain conveyor to the testing tank. It will be seen from the diagram that these two conveyors are not of the same length because the two filling and crowning groups are not placed symmetrically. This was done in order to provide plenty of space for working around them without spreading them all over the floor. The function of the testing tank is two-fold. As the bottles come along on the conveyor they are tipped over on their sides on to the conveyor traveling through the tank with considerable violence so that if there is any mechanical defect they are likely to break at once. The temperature of the water in the tank is kept about 110 deg. F. and the bottles of course are quite cool as they have just been filled with the chilled liquid. Consequently there is enough difference in temperature so that the rapid immersion will bring out any latent defects. The shaking up and the warming will also show if there is any faulty crowning, this being indicated by any bubbling that takes place. All of this not only saves the waste in shipping goods which may be due to deterioration or loss in shipment, but it protects the dealer against the annoyance

and damage which might otherwise happen from bottles bursting in a window display, for instance, when warmed by the summer sun. An inspector is stationed at this tank and he removes any bottles which show signs of being in any way defective.

After this immersion test the bottles continue out of the tank, righting themselves as they proceed, to the labelers. These labeling machines are designed to apply three different labels in one operation—namely, body, neck and foil labels. This is done on the Pureoxia line although the Moxie bottles have only the one body label. The labelers are operated a little faster than the filling units so that if there are any delays in the functioning of either one they can be made to catch up with the production from the filling operation. The labelers then deliver the finished packages to the tables where they are placed in the cases which are brought to this point by conveyor from the other end of the line, as already mentioned.

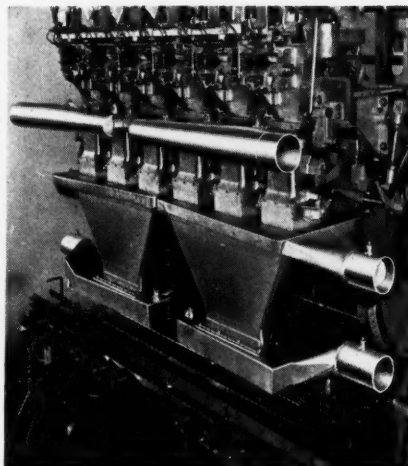
All of the machinery for filling, capping, testing and labeling and the chain conveyors from the capper beyond the labeling is Liquid Carbonic Corporation equipment. The covered chain conveyor from washer to syrupper was made and supplied by Meyer-Dumore, and the conveyors under the floor for the empty cases are Norfolk Iron Works equipment. In fact all of the rest of the conveyors in the plant which will be described later were designed and made by this concern.

As the cases are filled with bottles they are pushed on to gravity roller conveyors which curve through 180 deg. and pass down through the floor either to storage space or direct to the shipping windows. At this point there is an ingenious section of conveyor arranged so that the



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PNEUMATIC SCALE



Packaging Machinery



SEPTEMBER 1937

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production of one bottling line may be switched to the conveyor leading downstairs from the other. As shown in the diagram this is pivoted in the center so that it may be swung to take the cases from either side, and to protect the tiled floor; rubber-tiled ball-bearing wheels are used at the ends. As the possible grade for this is not quite enough to insure a ready flow of the cases, the upper half which the cases come on first has the rollers belt-driven so as to give them a good start.

This bottling department is in a room 216 ft. by 72 ft. The ceiling is 22 ft. high. This provides for ample working space and an excellent opportunity to keep it scrupulously clean. One man does nothing all day but clean all around the machinery, and at night three men scald the floors, walls, ceilings and machines with hot water, and also grease the machinery. The room is painted with white enamel, including the ceilings, every year. All of the machinery is painted with aluminum paint.

It takes twenty-eight men for the full capacity operation of the two bottling lines. This includes the foreman, the floor boy who does the cleaning and a supply man who brings crowns, labels, etc., and acts as relief. Both lines are convertible for quarts, pints and splits.

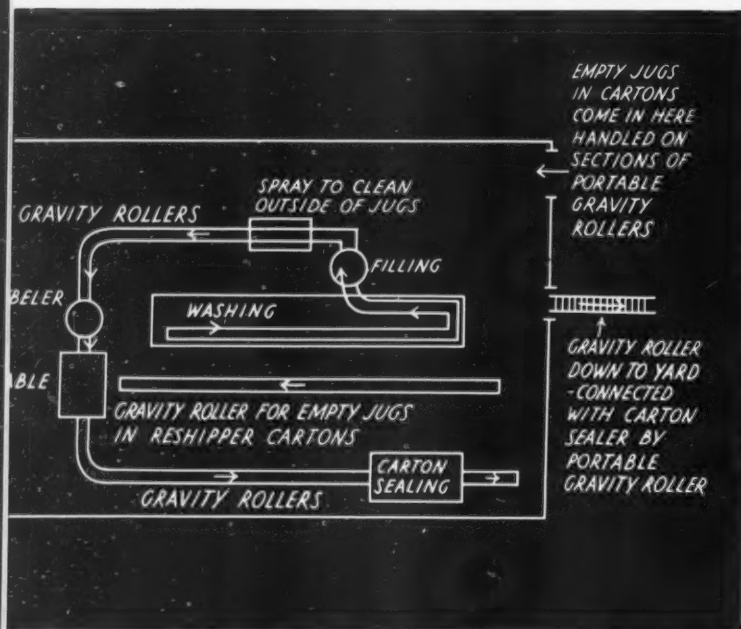
The change from one size to another can be made in from 30 to 45 minutes. Certain men are trained to make the necessary adjustments and they work simultaneously in groups: one group on the labeler, another on the filling machine, and so forth. Little time is lost anyway in making these changes, for the department is operated on long runs for a given size.

The cases are automatically counted by counters installed at various points which will give a check on those places where any undue loss or breakage takes place. The first counter is at the inspection window of the receiving department where the empties are brought back from the retailers. They are next counted as they go up the booster to the washing machines, again as they leave the bottling production lines on the way to the shipping department and finally as they leave the shipping department. Thus it will be seen that there is a check for all cases going in and out of every department handling the bottles. There are also similar checks on the raw materials, but not automatically recorded.

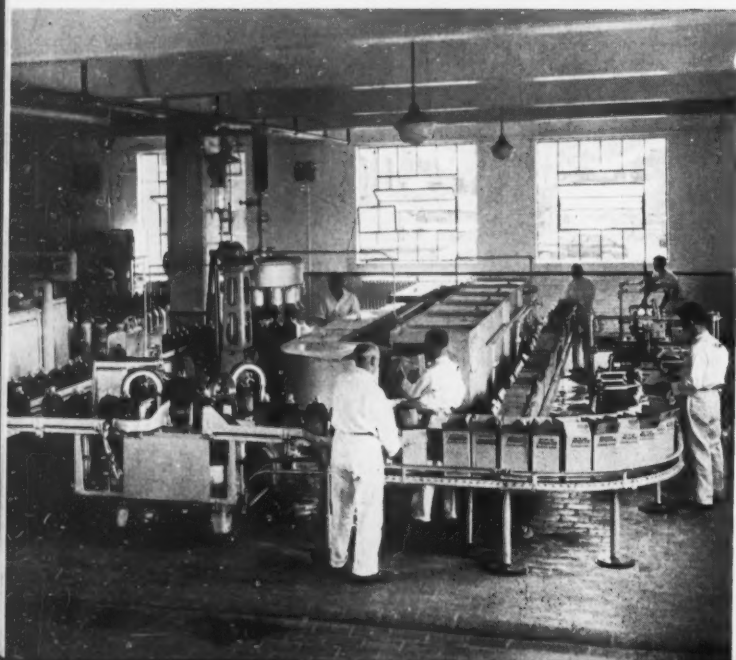
Each of the bottling lines is driven by nine motors. That is, the machinery associated with each line is driven by that number of motors, although all of the units are not actually in the line. However, it means that adequate provision for stopping and starting is necessary, and of course the location of the push button remote control stations is important. For instance, the boosters which bring the cases of empty bottles up from the first floor to the washers can be stopped at the lower level but not started. They can be stopped and started by the men who load the washers. That is, the latter must have sole control of starting but it is also advisable to have means for stopping from downstairs. Each individually motorized machine has its start and stop buttons conveniently located, and the conveyors which transport the filled bottles from the cappers through the test tank to the labeling machines each have two controls. One is located at the tank so that the inspector can stop the conveyors in case of defective bottles showing up, and the other is at each labeler so that in case anything goes wrong at this point the oncoming bottles can be stopped. Stopping either of these conveyors automatically lights a signal at the corresponding filling machine so that the operator has warning and can thus avoid clogging at the conveyor. In addition to this there are push button control stations at the two accumulating tables where the finished bottles are placed in the cases. These buttons control the operation of the boosters which deliver the empty cases to these points.

An auxiliary machine which has been found useful in this department is the automatic crown cork cleaner, of which there are two in service, made by Michael Yundt Company. It is surprising how much dirt they remove from crowns which are supposedly clean, merely by a process of vibration.

There is another bottling production line used for fill-



5



6

Fig. 5. Layout for filling gallon jugs of syrup.
Fig. 6. Equipment comprised in bottling production of gallon jugs of Moxie Syrup for soda fountain trade

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SEPTEMBER 1937

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ing gallon jugs of Moxie syrup for the soda fountain trade. This is shown diagrammatically in Fig. 5. It is located in an alcove off the main units described and consists of a washing, filling and labeling machine made by Liquid Carbonic Corporation, a carton sealer made by the Standard-Knapp Corporation and gravity roller conveyors from the Norfolk Iron Works. Empty jugs in re-shippers are brought over sections of portable gravity rollers set up when this line is in production. They are delivered to the permanent conveyor leading to the table. Here the jugs are taken out of the cases which are piled up on the floor at this point. The jugs are placed in the washing machine, through which they travel to the filling and capping unit, then on the conveyor carrying them through the spray station, where the outside of the jug is washed, and on to the labeler. The latter delivers the filled, crowned, washed and labeled jugs back to the table where they are placed on the gravity con-



veyor leading to the carton sealing machine. From this point they are delivered to the conveyor from the window over a portable roller conveyor, then to the yard where trucks take them either to customers or to the storage space. With this set-up it is possible for eight men to complete 5000 one-gal. jugs per 8-hour day.

Now let us follow the elaborate and efficient conveyor system on the first floor. This consists of two parts, one for receiving cases of empty bottles, storing them and sending them to the production department. The other part consists of numerous lines for handling filled cases to storage and to the shipping windows. However, there is a connection between the two systems to provide for full flexibility. The plan of the layout is shown in Fig. 10.

It will be seen that there are three windows at which trucks deliver cases of empty bottles as they are returned by the retailers. Sections of gravity roller conveyors extend through the windows and into the ends of the trucks. There are then short lengths of belt conveyor of which two discharge on to a wide belt conveyor, which in turn discharges on to another trunk conveyor running at right angles to it. The third of the short sections of receiving conveyor also discharges on to this trunk conveyor. Two spiral rollers branch off from the latter and lead to the two boosters going up to the washing machines. The cases of empties can be shunted by means of trippers, or gates, on to either one or both of these spirals. Of course as many cases as possible are sent direct from the receiving windows to the boosters in order to save handling. Naturally there are times when the cases of empties come in faster than they can be used, and under such circumstances the gates are set so that they will travel past the spirals on to a belt conveyor into the adjoining back room. Here there is a right-angle turn to another belt conveyor running the length of this space, and a second 90-deg. turn passing through the wall and back into the main building. This makes it possible to use all of the space for storage. These conveyors are all reversible in order that the empties may be brought back to the spirals leading to the boosters which serve the washing machines.

There is a platform along the two spirals from which an operator can manipulate the gates by means of ropes. Push button control stations are also located at this point and also at each of the three windows by means of

Fig. 7. Conveyors for handling cases of empty bottles. In right background is 36-in. trunk conveyor No. 3 to which empties are delivered as they are taken off the truck. Across the background is the 48 in. trunk conveyor No. 4 with gates for shunting cases to spiral rollers leading to the boosters to the washing machines. **Fig. 8.** Spiral between upper and lower levels at rear end of conveyor No. 2. In the background will be seen the receiving conveyors delivering to the 36 in. trunk conveyor No. 3, and at extreme left the 48 in. trunk conveyor No. 4. **Fig. 9.** Upper and lower levels of conveyor No. 2. When boxes are piled on the floor as high as is convenient from the lower level, the men stand on top of the pile and take off from the upper level.

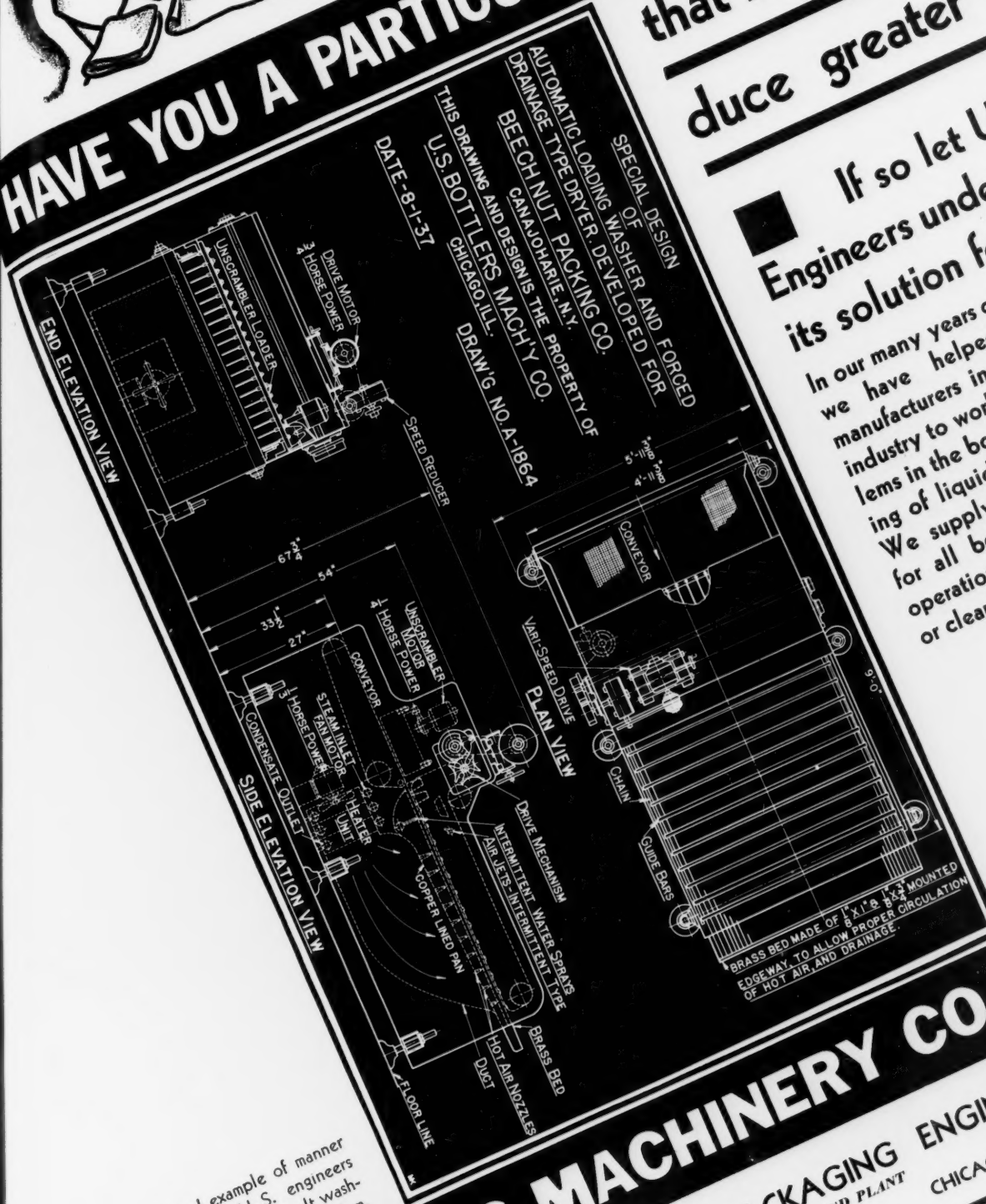


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which the belts at these points and the two trunk belts can be started and stopped. There are also switches at each of the windows whereby the individual short booster belts can be controlled without affecting any of the others. Thus it will be seen that complete flexibility of control is provided for. The back room belt, known as No. 7, is independent and has three push button control stations along its length for stop, start and reverse, located for convenience of the men handling the cases in and out of storage.

The conveyor system for handling the finished product is more elaborate. In the first place there are two main double-deck belts on which the filled cases come down from the production department on the floor above. These are known as No. 1 and No. 2, respectively. No. 1 is a wide belt conveyor. Cases are delivered to the upper level of this from the spiral roller conveyor of the production line above and carried toward the back of the room, where there is another spiral roller to the lower level of the same belt. This brings the boxes down to a level from which they may readily be lifted off and stacked in the storage space, often with the help of sections of portable roller conveyor. When they are taken out of storage for shipment they are replaced on this lower level, carried forward toward the front of the building where they are raised by a booster and returned to the upper level. Along this upper level there are gates whereby the cases may be shunted to any of the four transverse belt conveyors leading to the shipping windows. Naturally as many cases as practicable are shunted direct to the shipping windows without going to storage at all, in order to reduce the manual handling to the greatest possible extent.

No. 2 belt conveyor is associated with the other pro-

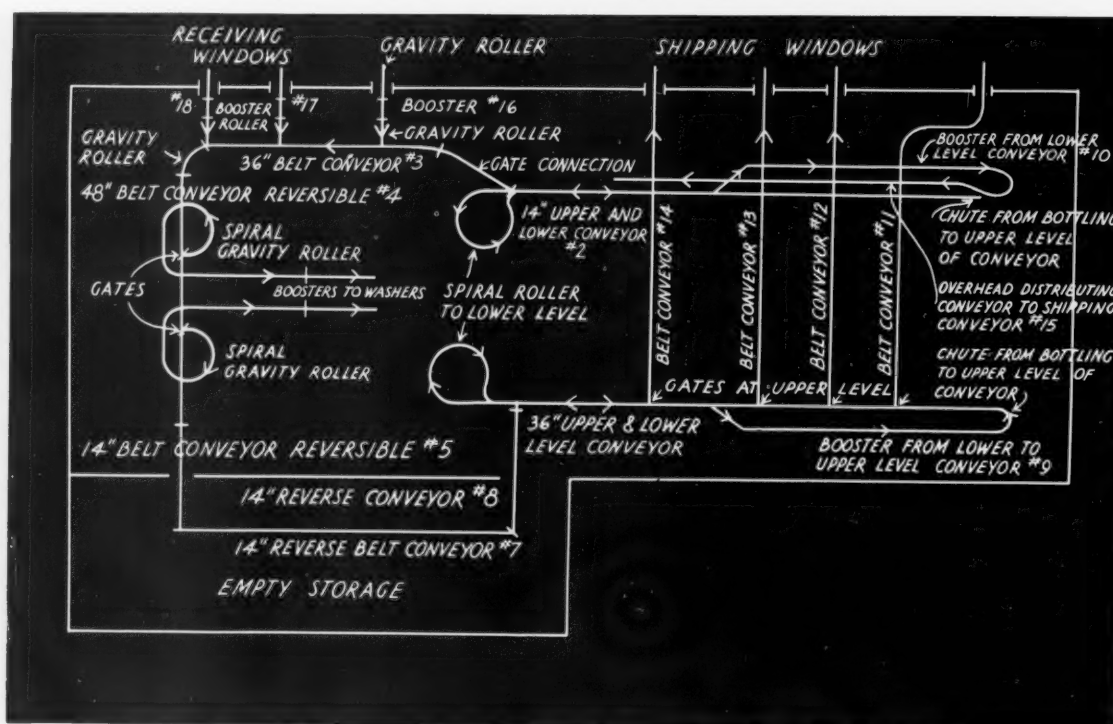
duction line above but is only 14 in. wide due to the fact that it is not called upon to carry as big a load. The arrangement is similar to that just described for No. 1 belt conveyor. In addition it is provided with a gate at its rear spiral where cases can be shipped on or off the trunk conveyor for receiving empties, in this way providing for connection between the two systems. Also due to the exigencies of providing for the proper elevations of the transverse conveyors from No. 1 to the shipping windows, it has been necessary to install a special section of overhead distributing belt conveyor served by the booster from the lower level of No. 2, from which the filled cases are shunted to the shipping windows.

No. 1 conveyor has three push button control stations along the lower level and one at the upper level. No. 2 has three such stations. At each of the four shipping windows there are control stations for the booster and distributing belt just mentioned, and in addition there are individual control switches for the conveyors at each window. The booster for No. 1 also has a separate control.

All of the belts are Goodyear rubber and canvas belts and have been in service for a number of years without showing much wear. The conveyors are provided with ball-bearing rollers throughout. The motors are all G.E. and practically all of them are ball-bearing motors. In most cases the required speed reductions are secured by means of belts and gears, although gear reducing units (Boston Gear Works) have been used on the more recent work or renewals. Geared head motors are being used for all new work wherever practicable. All conveyor motors are 440 volts, 3-phase.

This concludes the packaging operation.

Fig. 10. Layout of conveyors for handling of empty and filled cases



Take Display Trays for instance



(Above) The Beech-Nut display tray and Beech-Nut Gum wrap are printed and fabricated on CHAMPLAIN printing machines. (Right) CHAMPLAIN machines printing and fabricating the Beech-Nut display tray.



On the shelves of nearly a million stores you will find the famous Beech-Nut Gum package, usually displayed attractively in the tray pictured above.

Both the Beech-Nut Gum package and the display tray are printed on machines designed and built by CHAMBLON CORPORATION, but it is to the tray that we wish to draw your attention.

These four-color display trays are printed and fabricated on the machines shown in the above illustration. One of these high speed machines takes a roll of board, coated one side, prints it in four colors and rewinds it for use in the fabricating machine where it is glued, folded, die-cut, and delivered ready to use in the subsequent packaging operations. Thus several separate operations, previously performed on large presses requiring many times the floor space, are condensed into two smooth-flowing operations with a consequent saving of time, labor, and floor space.

We build CHAMPLAIN rotary printing machines for producing high grade package printing at substantial savings over previous production methods. A CHAMPLAIN printing machine operates like the production line of an automobile plant. The paper—

any type from glassine to cardboard—is supplied to the machine in a roll. Standard printing and fabricating units perform all operations on the continuously moving web, delivering the printed piece complete at the other end of the machine.

Every step in the design and manufacture of a CHAMPLAIN machine is under the supervision of American engineers and workmen in our new modern plant. The CHAMPLAIN machine is 100% American-made which means American standards of quality and performance. CHAMPLAIN machines print from cylindrical engravings made in our own plant. We maintain our own art and photographic departments as well. We not only make cylindrical engravings for CHAMPLAIN printing machines but also for all types of rotary presses, both letterpress and gravure. For information about CHAMPLAIN machines write to CHAMBLON CORPORATION, Garfield, New Jersey or visit our plant.

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ROTARY PRINTING PRESSES

MADE IN AMERICA



Examples of protective finishes: Schaefer Beer can, showing Vinylite base lacquer; Kemp's Tomato Juice can, golden lacquer (oleo-resinous base); Texaco Oil can, coating used as a base; Heinz Catsup closure, lacquered to prevent discoloration; Clyde Ale can, process varnish; Roger & Gallet Talcum can, flat finish varnish; Sargent Crayon can, finishing varnish

PROTECTING PACKAGE SURFACES, INSIDE AND OUT

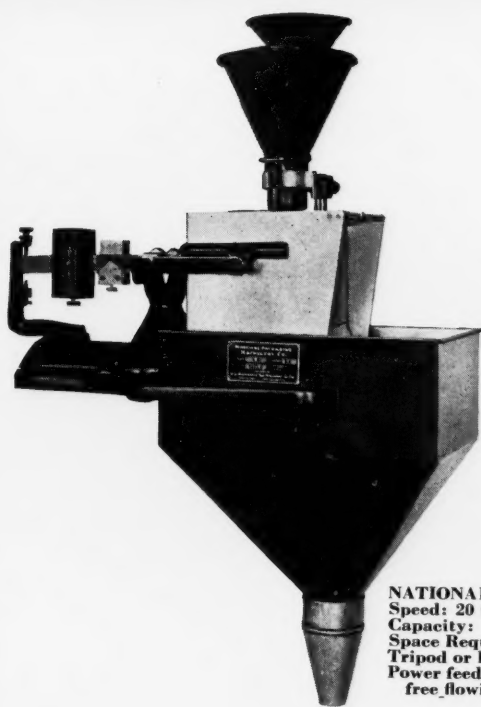
THROUGH the inventiveness, perseverance and vision of man, in building a hermetically-sealed, artificial shell, we may now enjoy at our own tables practically every kind of fruit, vegetable, meat, fish, fowl or liquid, useful for food, and raised, produced or found in any part of the world. And this can be done without regard to season or location, from the stifling humidity and heat of tropical jungles to the bleak, frozen plains of the Arctic.

Some foods build their own shells. Thus, nuts, eggs, bananas, oranges, onions and potatoes, which are so protected, may be shipped and stored for weeks or even months. However, with ripening or other chemical processes, they rapidly develop to a point where they are no longer fit for food. Many other foods are lacking even in such natural protective containers and rapidly deteriorate under attack of bacterial and fungoid growths.

Had man been unable to devise some means of pre-

venting or suspending the destructive forces which attack foodstuffs, it is probable that our present industrial life, with its high concentration of population in locations of relatively small area, could not have developed. For without adequate and immediately available supplies of food the individual would have had no alternative but to wrest his own sustenance from Nature, clearly indicating we would have been forced to remain a preponderantly rural and agricultural people.

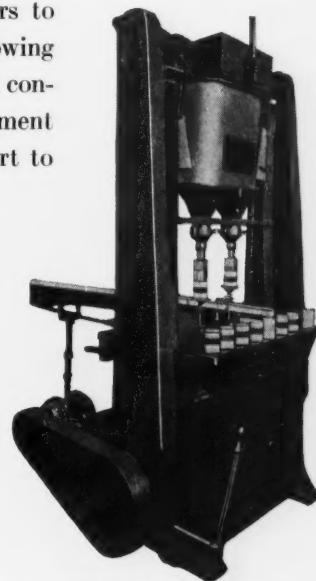
In 1765, Spallanzani, an Italian scientist, advanced the new science of bacteriology and inadvertently discovered the art of canning when he demonstrated that foods, sealed in glass containers, when boiled for an hour would keep for many weeks without spoiling. But his interest was in proving that spoilage was due to something invisible in the air (now recognized as bacteria) and not in a method of food preservation. And



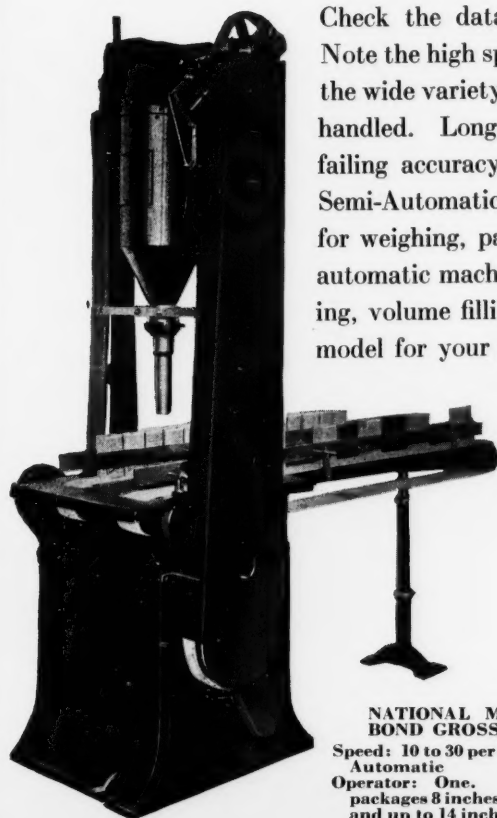
"TOP" PERFORMANCE & ACCURACY FOR EVERY TYPE OF MATERIAL

No matter what your requirements are we can supply you with semi- or fully automatic net and gross weighers to handle free flowing or non-free flowing materials in any style or size of container. Or, we can supply equipment to produce the package from start to finish.

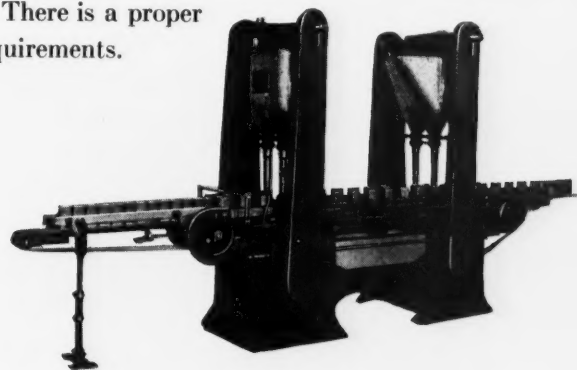
NATIONAL MODEL GE SCOTT NET WEIGHER
Speed: 20 to 35 minute [gravity operated]
Capacity: $\frac{1}{4}$ lb. to 3 lbs.
Space Required: $1\frac{1}{2}$ wide by $2\frac{1}{2}$ ft. long
Tripod or Pipe mounting optional
Power feeders are required for handling non-free flowing materials.



NATIONAL MODEL MH BOND GROSS WEIGHER
Speed: 10 to 50 per minute. Semi-automatic.
Operator: One. Adjustable for packages 8 inches square or round and up to 14 inches high.



NATIONAL MODEL MG BOND GROSS WEIGHER
Speed: 10 to 30 per minute. Semi-Automatic
Operator: One. Adjustable for packages 8 inches square or round and up to 14 inches high.



NATIONAL MODEL MN BOND GROSS WEIGHER
Speed: 50 to 120 per minute. Fully Automatic
Operators required: None
Adjustable for packages up to 5 inches long by $3\frac{3}{8}$ inches wide and up to 10 inches high. Automatically divides containers into two lines and assembles filled ones into one line.

Check the data below each of the machines. Note the high speed, the low operating costs and the wide variety of sizes and weights that can be handled. Long life, high performance and un-failing accuracy are built into every machine. Semi-Automatic Bond machines may be equipped for weighing, packing or volume filling. Fully automatic machines can be equipped for weighing, volume filling, or both. There is a proper model for your particular requirements.

UNITED STATES AUTOMATIC BOX MACHINERY CO., INC.
OWNING AND OPERATING
NATIONAL PACKAGING MACHINERY CO.

459 Watertown Street, Newtonville, Mass.

Branch Offices

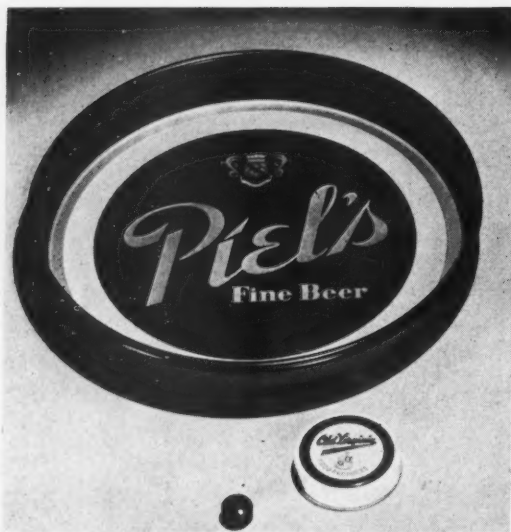
NEW YORK

CLEVELAND

CHICAGO

LOS ANGELES

LONDON, ENGLAND



Below, Product discoloration was actively present in this type of package as formerly used for corn. Above: Piel's Beer tray, treated to be alcohol-resistant by means of Vinylite base lacquer; Old Virginia Food Products finished closure as developed from uncoated tinplate; black screw closure showing coating as finish with high sheen

since a number of failures attended his efforts, which threw doubts on his conclusions, no one of his compatriots arose to champion his cause, or perfect the process he outlined.

It remained for Nicholas Appert, a Frenchman, born in 1750, at Chalons-sur-Marne, who devoted his life to working with and experimenting on foods, not only to discover the fact that foods might be preserved indefinitely, in all their original goodness and attractiveness, but to be unselfish enough to give his findings to mankind. Among his early observations was the fact that occasionally food heated in a closed vessel remained stable indefinitely. Thus he reasoned that if some food kept, if similar conditions prevailed it would be possible to add life and usefulness to others. There was no exact

science of chemistry or bacteriology on which he might rely, even hermetically closed containers were unknown in his day. Nevertheless with exactness and precision, and undaunted perseverance, he went about the business of proving his theory, and is now generally recognized as "The Father of Canning."

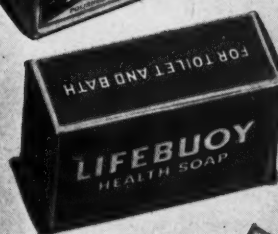
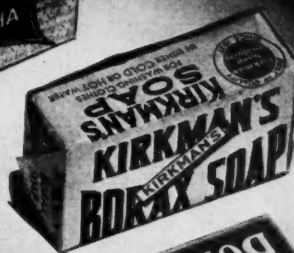
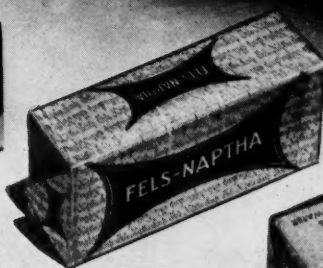
As early as 1795 the French Government offered a substantial prize of 12,000 francs for an improved and practical method of conserving food. This was due to the fact that they were determined to eliminate scurvy, which took a tremendous toll each year in their navy, caused by a diet composed almost exclusively of salted meats and hardtack. Furthermore, malnutrition and dietary diseases were rife among both the army and civilian population, which could only be eliminated by making possible a greater variety of safe foods.

While Nicholas Appert needed no such award to stimulate his researches, it did nevertheless arouse his attention and offered the opportunity for more extensive work than his own limited means would permit. Available containers being inadequate for his studies, he designed and made special bottles. The only closures in use being more or less imperfect corks, bladder, parchment paper and layers of fat, he skillfully devised his own, made from three, four or five layers of selected cork, with the pores running horizontally so as to prevent access of air. In spite of all obstacles but with an ever firm appreciation of extreme thoroughness he continued his experiments, and after fifteen years of study, unanimously won the twelve thousand franc award of the French Government. A condition of granting this was that the winner should publish a complete description of his process, which Appert did, his "Book for All Households, or the Art of Preserving Animal and Vegetable Substances for Many Years."

Utilizing the Appert method, William Underwood, an Englishman, began preserving foods in Boston in 1821, followed by Isaac Winslow and Charles Mitchell in Maine, around 1839, in the canning of corn, lobster and salmon. By 1840 tin containers had made sufficient headway as to almost exclude glass containers, although their introduction and use was not accomplished without considerable difficulty and expense.

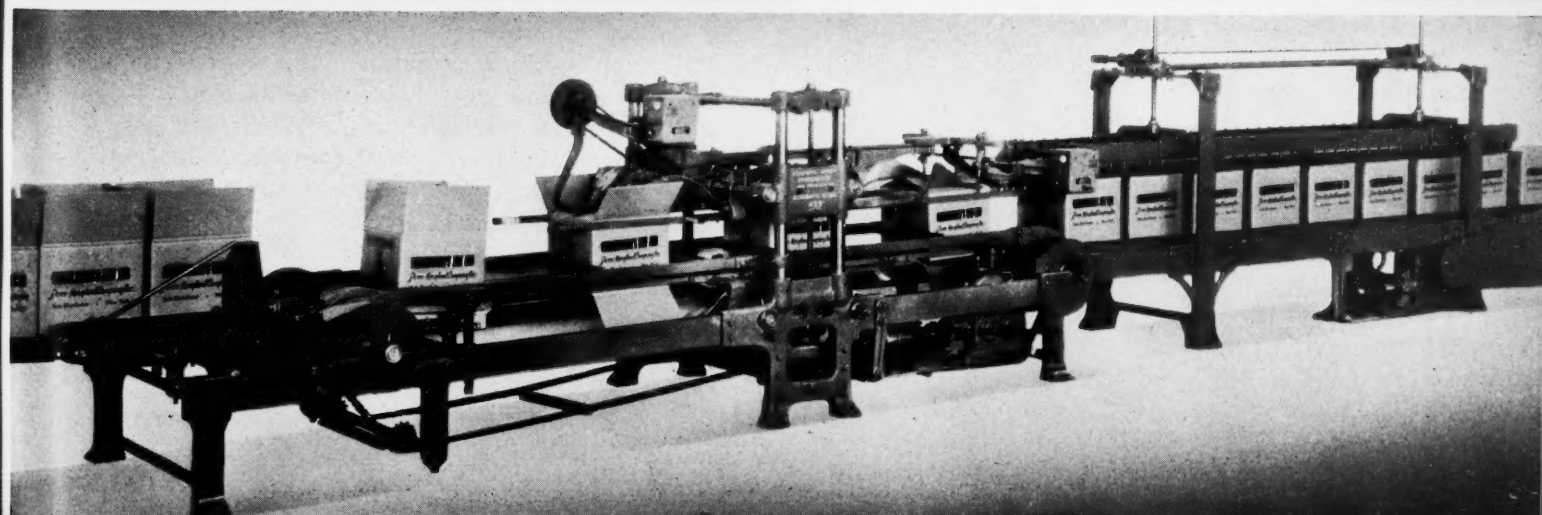
While tin cans are a familiar sight in every American home, the name is really a misnomer, for these useful containers are in reality sheet steel containers. Steel sheets coated with a thin layer of tin, or about 98 per cent steel and less than 2 per cent tin, are made into tinplate from which all tin cans are made. It is a far cry from the time that tin cans were made entirely by hand, when sixty cans was a good day's work for an industrious workman, to the present time when a single series of machines turn out better made cans at the rate of three hundred a minute. Yet these years of experiment, research and invention prove the great service rendered by Nicholas Appert, back in the early 1800's, and the true extent of the acceptance of his theory.

It has been indicated that tin cans were not adapted as food containers without serious difficulties presenting themselves. This is very well illustrated by the case of



A CLEAN SWEEP IN THE SOAP FIELD

A poor pun . . . but a solid fact. For every major soap producer uses Standard-Knapp case sealing machines . . . in the U.S.A. and throughout the world. Quality producers, year in and year out, these machines are dominant in every major packaging field. There *is* a reason . . . let us tell you about it.



STANDARD-KNAPP CORPORATION

MANUFACTURERS OF CASE SEALING, CASE PACKAGING, AND CAN LABELING MACHINES

43-27 32nd PL.,
LONG ISLAND CITY, N. Y.

208 W. Washington Street
CHICAGO

1001 Society for Sav. Bldg.
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909 Western Ave.
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420 S. San Pedro St.
LOS ANGELES

189 Second Street
SAN FRANCISCO

Windsor House, Victoria St.
LONDON, ENGLAND

Isaac Winslow who worked for fourteen years, from 1839 to 1853, in the development and improvement of canning of corn. The difficulty lay in the tendency of the corn to become discolored, a condition which discouraged the housewife from using it. Research proved that when the sulphur in the corn came in contact with any exposed surface of iron in the can itself, iron sulphide resulted which was the cause of the discoloration of both the can and the corn. While it was definitely proved that this did not destroy the wholesomeness of the product, its appearance was such that no consumer would accept and eat discolored corn. Of much the same character was the discoloration of lobster meat when canned which caused great popular fear and avoidance. Those foods containing sulphur when placed in contact with tin plate, under heat, discolor it for the same reason that a spoon is discolored if left in contact with a cooked egg. While the stain is harmless it is unattractive and renders negative the container.

Other foods, principally cherries, strawberries, apples, beets and rhubarb, when exposed to tin plate have a tendency to bleach. A much later difficulty was in packaging beer in tin cans. Beer has a strong affinity for metal. Thus when exposed to the tin of a can it becomes cloudy with precipitated salts, foul of taste and lacking in uniformity of brew. Brewers call the condition metal turbidity. While brewers' pitch, a tough, adhesive substance, is used for tanks and steel kegs, it will not stick to the slippery inside of a tin can. The answer was found after nine years of research, the sole purpose of the lining being to keep the beer away from the can.

In the same category were the tin closures formerly

used on catsup bottles wherein the acetic acid in the product caused black rust to appear which never ceased to be a source of irritation to the consumer. Only through the complete coating of the can interior with some substance which would be resistant to acids, alkalis, alcohol and sulphur-bearing products could this difficulty, in its several forms, be done away with.

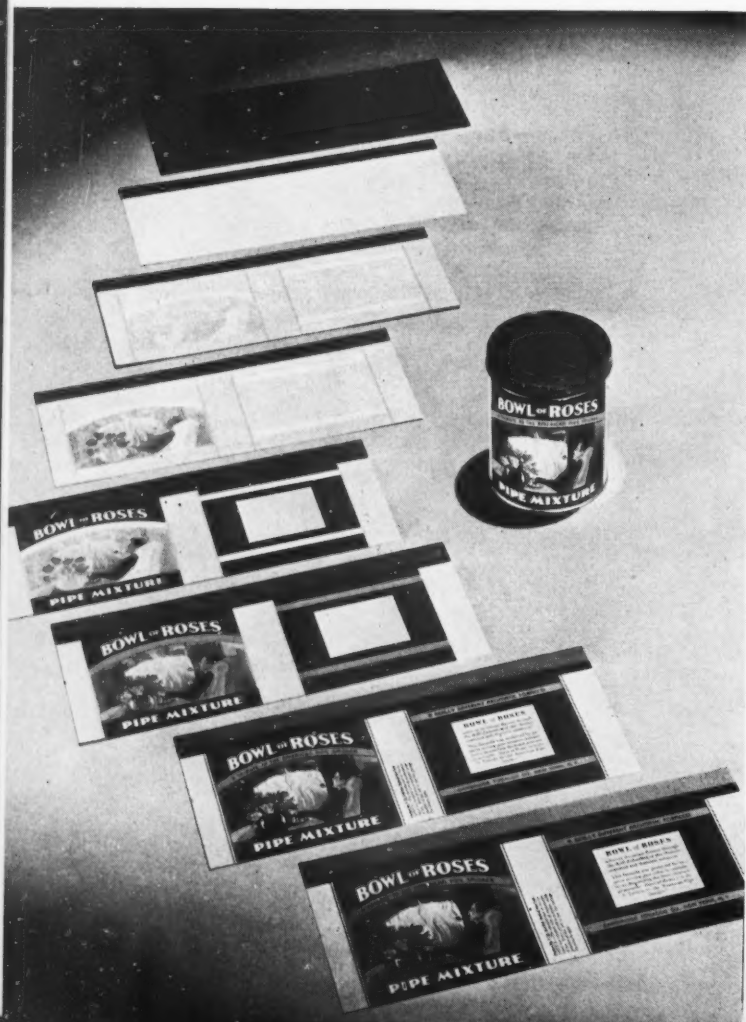
So completely established in our minds is the present type of can used, known as the Sanitary Can, that it is difficult to recall its predecessor, the Hole and Cap type. These "old style" cans were completely fabricated, with tops and bottoms soldered on, prior to filling. The fruit, vegetables, or whatever was to be put in the can, had to be put in through a comparatively small hole in the top. After the can was filled the capper soldered on the cap which had been cut to fit over the cap hole flange. A small vent hole in the cap permitted the escape of air caused by the expansion of the food during the "boiling" or processing. The very last step was to close the vent hole with a drop of solder, called "tipping," and the canned food was ready for shipment. Sometimes a little drop of solder was found in the food when the can was opened, but that was next to impossible to prevent. The contrast between can styles may be further emphasized by the fact that whereas these early cans were soldered along the inside seam, it being customary to allow fifteen pounds of solder per thousand No. 2 cans, present styles are so constructed as to avoid an inside seam, with its possible contamination of the contents, and less than one pound of solder is used to "wipe" the outside seam of one thousand cans.

It was through the efforts of Roger Lueck, now manager of the research department of the American Can Company at Maywood, Ill., that a special coating for can interiors was developed now known as C-enamel. Incidentally, the patent for the C-enamel can does not stand in the name of the American Can Company. Realizing its tremendous importance in the canning of various products—particularly corn—it was assigned to "the People of the United States," so that all might benefit from its discovery.

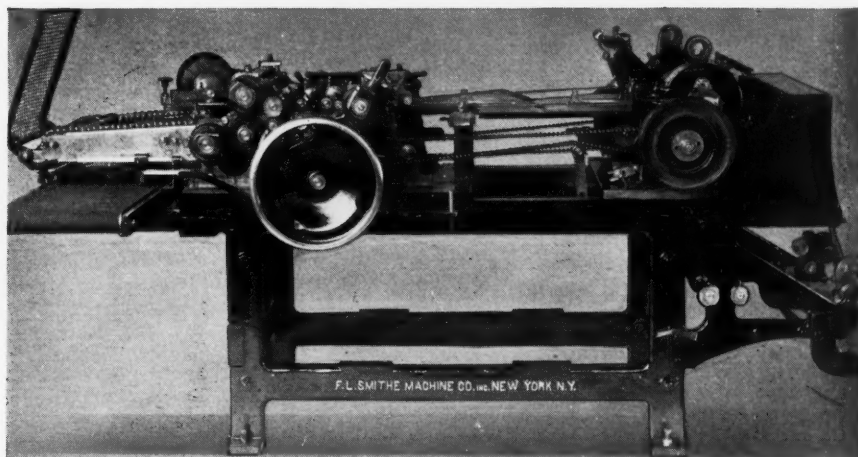
Just as the golden C-enamel has overcome the former difficulties attendant on packing corn, fish, tomatoes and other products of like character, later researches have discovered certain other types of enamels and lacquers which offer the same perfect protection against product discoloration and like negatives.

According to J. L. Bauer, president, North Bergen Varnish Corporation, manufacturers of enamels, varnishes and lacquers, exclusively for metal fabricators, these additional lacquers fall into two major classes:

Progressive steps in applying finishes and printings to the Bowl of Roses tobacco can. Successively: Sanitary lacquer; white coating; yellow ink print; red ink print; brown ink print; blue ink print; black ink print; final varnish. All finishes and printings are baked from 12 to 14 minutes at temperatures ranging from 220 deg. to 380 deg. F.



FOURTEEN THOUSAND envelopes per hour . . . every hour of the day!



THAT'S PRODUCTION . . . but it puts no tax on this "VW" machine!

Operating right from the roll, cutting out a chip to form the bag side, seal and bottom flaps; folding and gluing the bottom flap, severing the web, folding and gluing the side flaps and delivering the finished product . . . ready for use . . . at from nine to fourteen THOUSAND bags per hour.

That's what the "VW" takes in its stride.

As for range . . . complete adjustability from blank length of $4\frac{1}{2}$ " to $13\frac{5}{8}$ ", from folded width of $1\frac{3}{4}$ " to 10"! And changeovers so quick, so simple your production men will be astonished! Investigate this money saving machine, today. Send for details.

**WE ALSO MAKE THE FOLLOWING
CHAMPION MACHINES**

Window patching machine, using either glue or heat for adhesion
"VWS" Machine for satchel bottom bags (cellulose)
"VWM" $\frac{7}{8}$ " square min. size cellulose material envelopes
Envelope and special machinery of all types

F. L. SMITHE MACHINE Co., Inc.

633 West 44th St.

New York City

Oleo-Resinous base lacquers which are used for the majority of food products for general utility purposes.

Vinylite base lacquers which are used for protecting can interiors used in packaging beer, alcohol, wines, chloroform and acid and alkaline products.

These lacquers, together with C-enamel, materially retard or actually prevent any product discoloration or bleaching, as well as preventing any deposit or discoloration of the can interior.

Enameled cans have become such familiar sights to the average housewife that little consideration is given to these protective coatings. Yet in their original makeup they were formed of fossil gums, found in Africa and the East Indies, and dating back to the days of prehistoric man when dinosaurs and the other animals Sinclair's oils have brought to popular attention roamed these countries. By combining two or more of these ancient gums with heat-treated and purified vegetable oils, together with a volatile reducer which evaporated when baked, yet facilitated its proper and easy application to the flat tin plate, a most satisfactory lacquer was produced. Recent developments have been quite successful in duplicating these fossils with synthetic products which are much more easily obtained and can be more carefully controlled than by Nature.

So long as tin cans remained cylindrical in shape, and were customarily wrapped around with a printed or lithographed paper label, they presented no particular problems insofar as the treatment of the outside surfaces were concerned. However, as packages developed to a position of more and more importance in the merchandising of products, it became necessary to place the decoration, copy, etc., directly on the tin plate, which carried with it some additional complications. Further, when consideration is given to the many and severe operations which attend the fabrication of tin closures, it will be readily appreciated that ordinary printing placed on the surface, whether as a coating or in the form of some decorative design, could not possibly stand up under the strain and heat without some additional protective element.

Thus, with lacquers so well standardized and offering such protection for can interiors, an equal degree of protection is now afforded tin package exteriors, in the form of special varnishes, lacquers and coatings. In general use these special varnishes fall into four classes:

1. Flat Finish Varnishes where it is desirable to secure a dull surface which will resist wear, scratching and heat generated in the fabrication processes.
2. Finishing Varnishes which are the great general-utility type providing a high sheen to the tin package, undimmed by heat used in the baking or fabrication processes.
3. Process or Sterilizing Varnishes used on packages which are pasteurized, having to withstand temperatures of as high as 240 degrees for a period of

twenty minutes, after they are completely fabricated and filled with the product.

4. Mixing or Grinding Varnishes which are furnished to can manufacturers into which they mix special pigments to secure certain color effects.

Lacquers, used on tin package exteriors, are similar in characteristics to the varnishes above enumerated, with the exception that colors have been added to them. The coatings, which are made either in plain white or colors, serve the purpose of a base, over the raw material, acting as both a primer coat, as well as part of the decorative design.

Without some conception of the rigorous treatment such tin containers have to withstand in their fabrication, one can hardly appreciate the value of these special lacquers, varnishes and coatings. If we take, for example, a tin closure and trace it through its fabrication, the entire subject becomes much clearer. In this instance the following seven steps went into the fabrication of the closure:

1. Flat tin plate covered with an oleo-resinous lacquer and baked for thirty minutes at temperature of 370 deg.
2. Reverse side of tin plate covered with white coating and baked at 240 deg. for thirty minutes.
3. First design color applied and baked at 270 deg. for thirty minutes.
4. Second design color printed and again baked for a half hour at 270 deg.
5. Application of finishing varnish and then baked at 240 deg. for a half hour.
6. Flat sheet then stamped, drawn, crimped and threaded into form of finished closure.
7. Latex gasket placed inside and the entire closure baked at 280 deg. for one hour to vulcanize the rubber to the metal.

Through repeated experiments, numbering over five hundred formulae, and consuming two years' time, Mr. Bauer reports that they have developed the proper resin base for their coatings which not only remain white under such continued bakings, but actually seem to take on an added whiteness and clarity.

While in no way minimizing the commendatory work of such an unselfish pioneer as Nicholas Appert, let it be said that modern manufacturers of tin containers, metal fabricators, food products and the lacquer, varnish and coating makers, are making equal efforts to break down the barriers of time and space in bringing thousands of benefits within the reach of the average man and woman which would be impossible without their investment of dollars, time, thought and research.

Editor's Note: Data used in the preparation of this article furnished by American Can Company; J. L. Bauer and Alfred A. Morse, North Bergen Varnish Corporation; reference to "Appertizing, or the Art of Canning; Its History and Development," by A. W. Bitting, M.D., just published by The Trade Pressroom, San Francisco, Calif.



BEHIND every GOOD-LOOKING PACKAGE - - -

The four bottles shown, even with their great disparity in size and shape, and label-size, are ALL labeled by PONY Labelrites.

*there's
a machine
that makes
positive
EYE-APPEAL*

The Pony Labelrite

simplifies your labeling problem and lowers your costs. Work of the finest quality, on large or small containers,—paper or foil labels—emerges from this versatile unit ready for instant use. No waiting for labels to dry—no straightening of labels—no wiping of bottles. What's more—an unskilled attendant can do the highest grade of work at the highest possible speed. Entire departments are standardizing on PONY LABELRITES!

CHICAGO OFFICE
549 W. Washington Blvd.



- LOW LABOR COST
- PERFECT REGISTER
- SEMI-AUTOMATIC OR FULLY AUTOMATIC
- NO GLUE SEEPAGE
- PETTY CASH CHANGE PARTS

Write for catalog

NEW JERSEY MACHINE CORPN.

16th Street and Willow Ave.
HOBOKEN, NEW JERSEY

West Coast Agents—L. H. Butcher Co., San Francisco, Los Angeles

Equipment and Materials

New Automatic Filling and Sealing Machine

A new automatic filling and sealing machine, designed for filling food, drug, chemical and cosmetic powders, pills, tablets crystals and similar materials, into open-end merchandise envelopes, is announced by The Brown Bag Filling Machine Company.

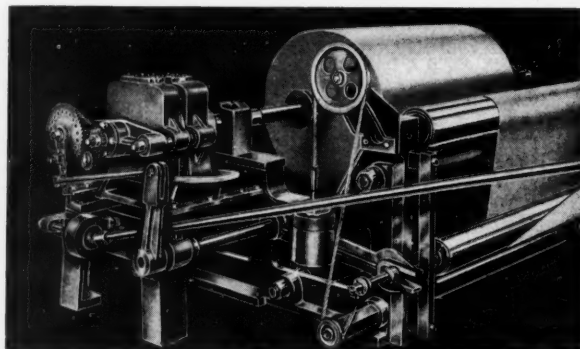
This machine is small, compact and requires little floor space—the dimensions are $5 \times 5 \times 5$ feet. The unit requires only one operator whose duties are to keep the machine hopper and envelop-magazine filled. The envelop presentation, measuring, filling, scoring, gluing and sealing are performed in a continuous automatic manner. Envelops are delivered filled and sealed, ready for packing into containers.

Powders, granular and crystal materials are measured by volume and the measuring range is from ten grains to three ounces, depending upon the specific gravity of the material. Pills and tablets are filled by count. Envelop sizes handled by the standard machine, range from approximately $1\frac{3}{4} \times 2\frac{5}{8}$ to $3\frac{1}{4} \times 4\frac{1}{2}$ inches.

Each machine is built for running one envelop size. Additional parts can be supplied for filling other envelops within the minimum and maximum range. Re-

quirements calling for larger or smaller envelop sizes necessitates special machines, also built by the company. Machine speeds range from 40 to 60 rpm., depending upon the nature of the material, and the quantity to be filled into each envelop. Machine is driven by a $\frac{1}{4}$ hp. individual motor. The machine is leased or sold, according to the desire of the customer.

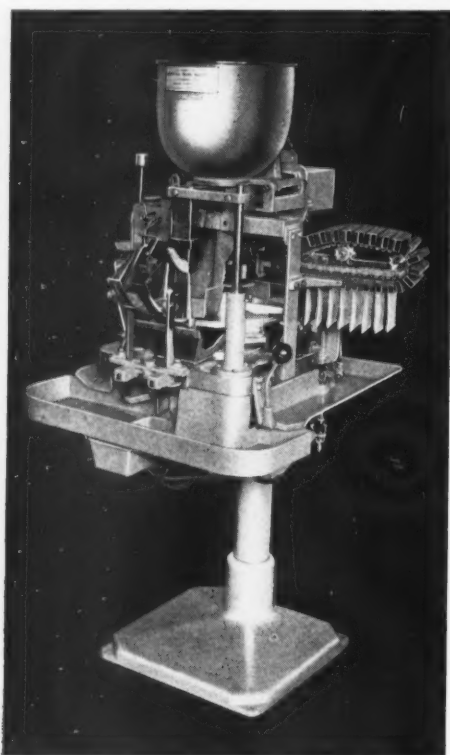
Constant Web Tension Device

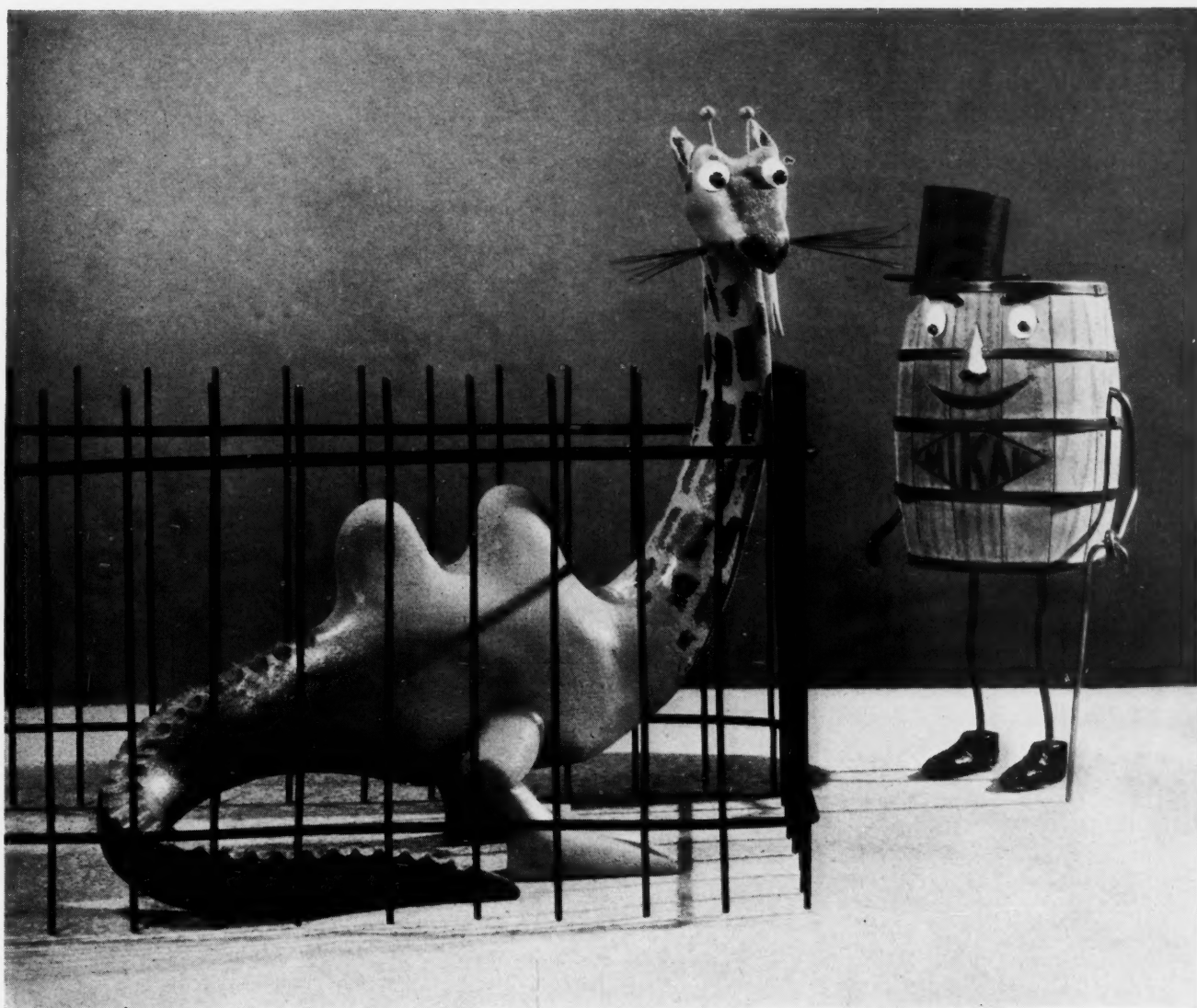


This constant web tension device is of great value on any processing machine that includes the unwinding of a web from a roll. It provides uniform tension on the web of material, whether paper or fabric, regardless of the change in speed of the slitter, press or other processing machine to which it is attached.

This device, for instance, permits a press to be stopped and started up again without changing the register on the printed web, such as would occur with a manually operated mill roll friction control, owing to variation in the web tension. The control of the web is secured by a counterweighted floating roller, over which the web passes. The uncounterweighted weight of this roller, therefore, determines the tension, and the roller directly controls the braking element by means of a system of levers and gears. The tension is controlled directly from the web and is independent of the size of the diameter of the roll being unwound. Water-cooled mill roll friction assures smooth, cool running at high speed.

This device, built by the Cameron Machine Company, is entirely mechanical in operation. The roll can be adjusted to the handling of light or heavy materials by increasing or decreasing the amount of counterweighting.





There's No Such Animal!

The savings you make by buying cheap glue are purely imaginary. The "production headaches" that invariably follow eat up these "paper savings" many times over.

Mikah Glues are made only on a quality basis—for your own protection.

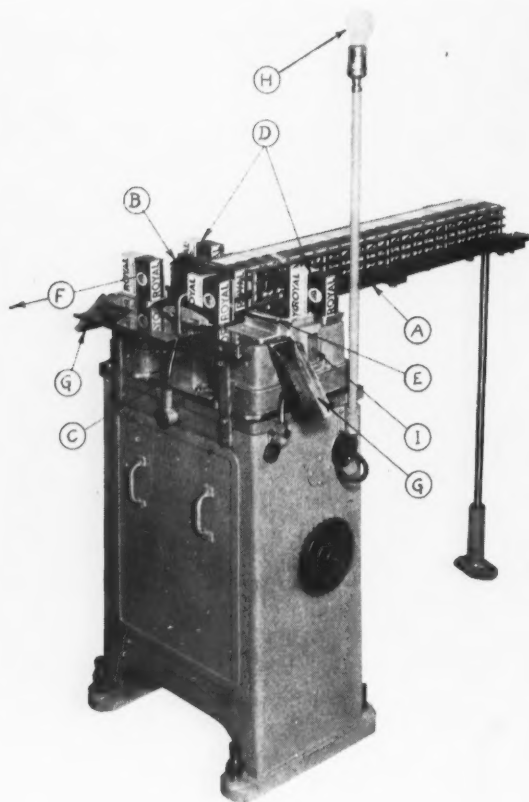
NATIONAL ADHESIVES CORPORATION

New York . . Chicago . . Philadelphia . . Boston . . San Francisco
and All Principal Cities

GLUES, GUMS AND PASTES FOR EVERY MACHINE OR HAND OPERATION

Check Weigher

The Model "A" check weigher of the Fred Goat Co., Inc., introduced early this year, was built to check-weigh finished gelatine dessert cartons. It operates at speeds as high as 60 packages per minute but is limited to handling closed top packages.



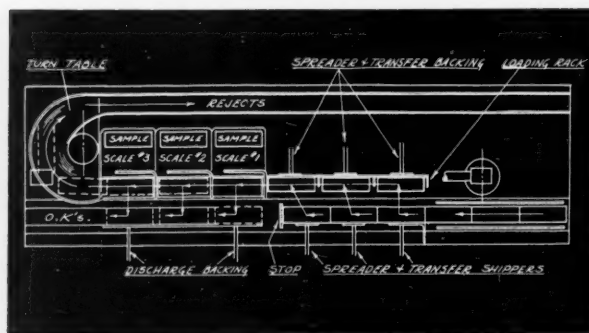
Model "A" check weigher for closed top packages

This machine, shown above, is chain driven from the packaging machine which fills the cartons. A is the infeed conveyor, B is the carton positioning device, C the feed alternating arm, D standard known weight package on weight pan, E discharging arm for accepted packages, F direction of discharge, G discharge chute for underweight packages, H warning light indicating overweight packages, I tolerance weight arm.

The company now announces a machine—the Model "B"—of higher capacity and less limitations. This retains the same unique scale mechanism as Model "A," but is arranged to fit readily into the average belt conveyor line. In most instances it will be placed between the filling equipment and the top sealer. It is not limited to use with closed top packages. The sketch of the layout of the table top of the machine shows the flow of packages through a three-scale unit with a nominal capacity of 90 packages per minute.

The incoming packages moving from the right are arrested by a stop. The cycle of operation of the check-weigher starts when the first three packages are almost simultaneously spread and shifted to the loading rack by the movement of the spreader and transfer shifters. From the loading rack, the properly spaced packages are

transferred bodily to the three scale pans. The three scales operate independently but simultaneously and check the weight of the packages. All packages of the



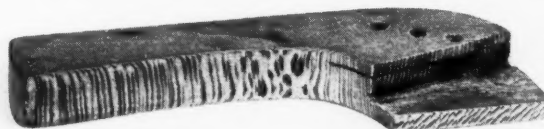
Layout of the table top of the Model "B." The three scale pans are marked 1, 2, 3, in center

correct weight are moved simultaneously but independently back to the main conveyor line. Underweight packages remain on the scale pan and are pushed off to the turn table by the next cycle of the transfer mechanism.

Many manufacturers have materials that necessitate the use of gross weighers. In such cases, the container tare variation frequently requires a setting of the weighers that gives away an appreciable amount of excess material in the case of the average package. The Goat company developed a modification of their check-weigher that is suitable for sorting knocked down cartons, of $\frac{3}{4}$ oz. or more weight, into three different weight classifications. By re-setting the gross weigher for each different weight group of classified cartons, this loss of materials may be materially reduced.

New Carton Opener

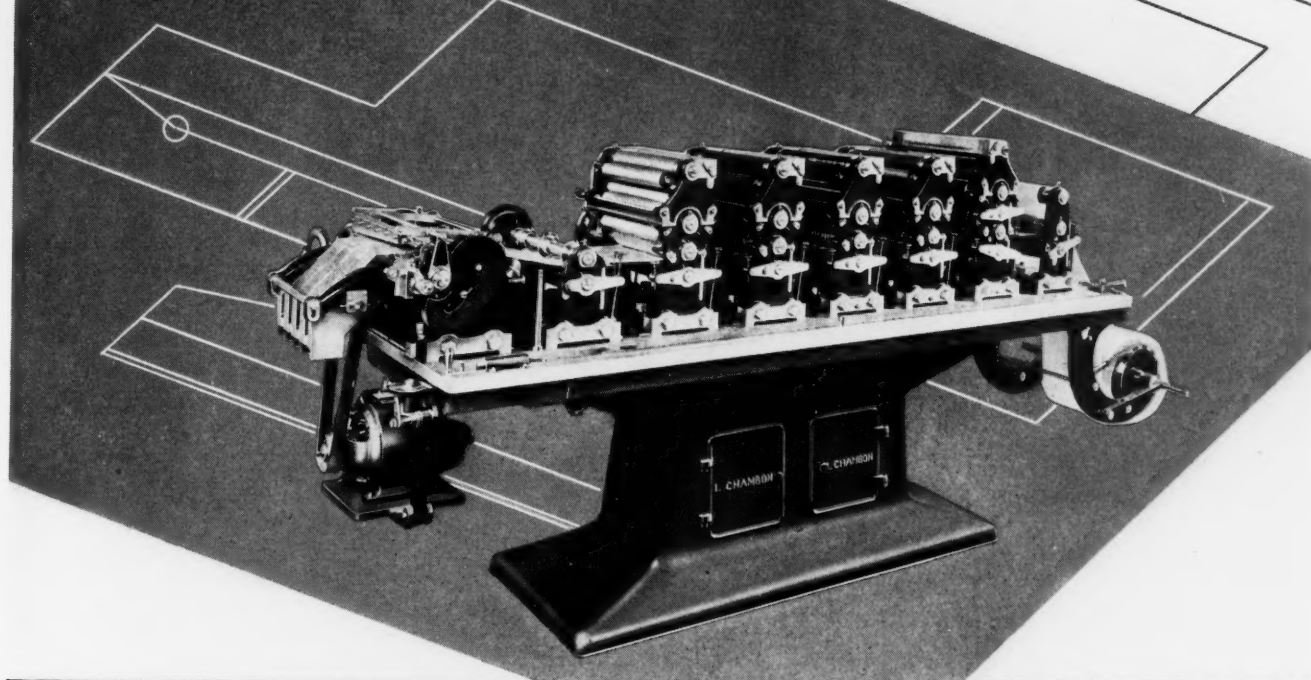
Opening corrugated shipping containers has always been a haphazard and hazardous proposition. The DE-JO carton opener, made by the DE-JO Products Com-



With this new carton opener you can not cut yourself

pany, is easy to use, absolutely safe—no matter how many times it may slip, you can't cut yourself—and it saves the carton for future use. If only part of the contents of the carton is taken out at the time of opening, the balance of the contents is protected by the lid of the carton, by cutting around three sides and leaving the fourth side as a hinge for the lid.

PRINT IN YOUR OWN PLANT



DOES THIS IDEA FRIGHTEN YOU?

Many executives in leading firms today are rejecting all thought of the savings possible by making their own wraps, labels or cartons . . . because they fear the technical headaches of printing operation.

But consider these facts. For over forty years, one special type of machine has been in use in leading plants throughout the world . . . a machine that is so simply designed, so easy to control and operate, so "foolproof" that it requires no

special skill or training at all to operate.

And yet, a machine so fast, so economical, so versatile that it has frequently saved its entire original cost within the first year after installation!

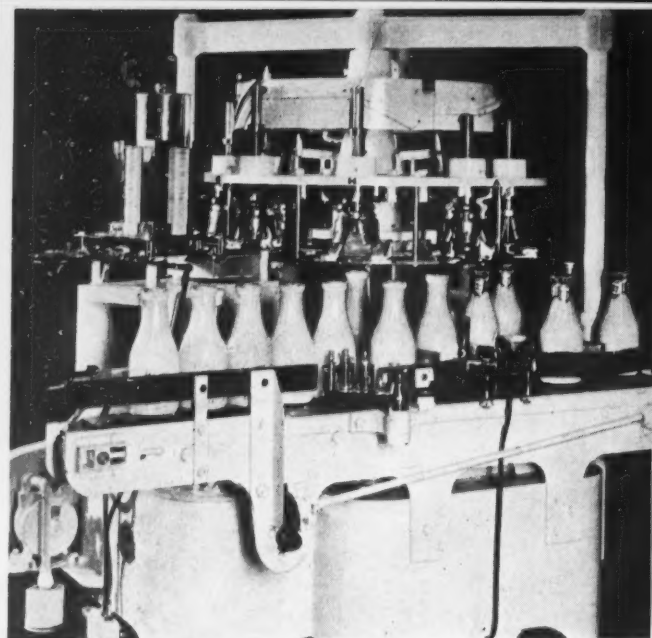
These are strong claims. If true, they put an entirely new light on this business of in-your-plant-package-production. Yet—far from overstating the case, they actually give but a glimmer of insight into our story. For full details, we urge you to write us. Address—

L. C. MACHINERY CO., Inc.

460 West 34th Street NEW YORK CITY

MEDALLION 3-5383

American Affiliate of L. Chambon, Paris Chambon, Ltd, London



1. Capping machine where cap goes over the bottle, is machine folded and held for three seconds. 2. Cap is folded and holds without wire. 3. Caps are diecut and embossed (detail of capping machine at right)

SAFEGUARDING GLASS CONTAINERS

GLASS CONTAINERS for food products are subject to two hazards: 1. Chipping of the lip, mouth or neck of the bottle; 2. Contamination through hand contact. Both of these hazards are most pronounced in the case of containers that are used again and again, as milk bottles. Even in the case of mustard bottles, olive jars, cheese spreads and jellies, where the housewife finds various uses for them after emptying them of their original contents, it is important that the manufacturer of the original product see to it that the bottle opening be protected in every possible way from breakage until delivered to the consumer. However, in the case of a product like liquid milk distributed by drivers from house to house, the danger from breakage and soilage is acute and ever-present.

S. H. Berch, president of Arden Farms, Inc., Los Angeles, Calif., distributors of Flavorseal milk products, sought to devise a bottle cap in the form of an outer protective covering for the company's new "27" brand of milk that would protect the bottle lip from breakage and soilage and would also prevent seepage of the milk through the regular "plug" cap. The cap devised makes a new merchandising and selling feature for "27" brand milk, the name "27" meaning the 27 protections adopted by the company in developing a new grade of milk that unifies all Arden grades of milk into one quality brand. The new cap insures a clean surface when the milk is poured from the bottle.

Many problems faced Arden Farms when it came to devising machinery to cut, fold, treat and affix the new cap to the milk bottle. These machines were worked out in the company's engineering department. The operation of cutting, folding, treating and attaching the seal is as follows:

Clean "tag-board" paper is used. The paper is printed

in order to give adequate identification. The caps are sent into a conveyor following printing and thence on to a drier. The dried caps are evenly coated on both sides with an impermeable substance that makes them waterproof. This special coating sterilizes each cap.

In order to perfect the fold so that each cap will fit snugly to the bottle, the caps are debossed and embossed on a die-cutting machine especially designed for this operation. After they have been die-cut and embossed they move on to the capping machine.

The cap had to be folded in such a manner so that it did not crease, and the arrangement of flaps had to be made so that they did not stick to the bottle and yet would adhere to each other; and these operations had to be accomplished instantaneously. Moreover, both operations had to be performed without exposing the milk. Again, the new caps had to compare in cost with the standard type of cap so that there would be no added charge for this extra protection to the consumer.

The caps are put in the feeder at the end of the machine. A part of the capping is a device for sensitizing the surface folds of the cap. When properly activated, cohesive surfaces are created at the points where the folds are made. Immediately thereafter the cap goes over the bottle, is machine folded and held securely for exactly three seconds. The water-proofing process makes the paper hardy enough so that it does not tear easily, yet is sufficiently pliable to come off by the lifting of a flap. Unlike other caps of this type, this one comes down well over the neck of the bottle and is not bound to the bottle by any device other than the mechanics of the fold held secure by the cohesive surfaces.

Approximately 80,000,000 quarts of milk are sold annually by Arden. The Arden name is used to identify all dairy products marketed by the company.

An

OUTSTANDING MACHINE

of all time

For filling such products as mayonnaise, jelly, baby food, mustard, paint, cold cream, salve and other semi-liquids.

The New
KIEFER

TWO-STREAM **VARI-VISCO FILLING MACHINE**

Top production! Up to 150 containers a minute . . . neatly filled to fine accuracy without splash, drip, waste or mess. One container like the next, in a smooth, steady line.

All the operator does, is load the jars on the feed conveyor—the rest is automatic from start to finish. Note these features:

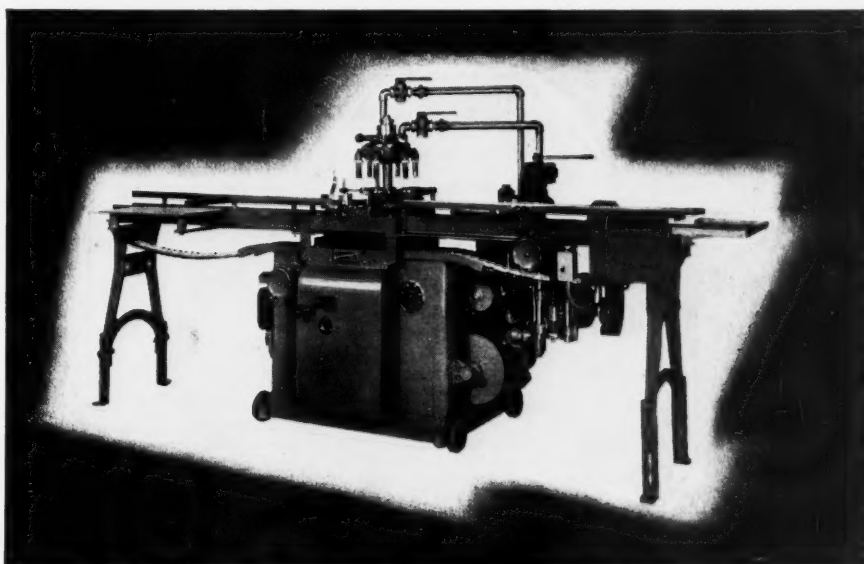
No jar...no spill device.

•
Automatic safety stop
...no breaking of containers.

•
Variable speed drive
with hand wheel control.

•
Range shift

•
Speed indicator.



For Greater Production at Lower Cost Buy a Kiefer Two-Stream Vari-Visco.

THE KARL KIEFER MACHINE CO.

NEW YORK
BOSTON

CINCINNATI, U. S. A.

LONDON, ENGLAND

CHICAGO
SAN FRANCISCO

Plants and personalities

ELMER K. MAAS, district sales manager in New York City for the Suit Box Department of The Gardner-Richardson Company, Middletown, Ohio, has moved to larger quarters at 226 West 26th Street, New York.

EGMONT ARENS AND ASSOCIATES have been retained for the coming year as merchandising and design consultants by the Virginia Dare Extract Co., Inc., to assist in the development and merchandising promotion of regular and new Virginia Dare products.

HOWARD S. KNIPSCHILD has been appointed Chicago representative of Milprint, Inc., Milwaukee, Wis. He was formerly associated with Thomas M. Royal & Company and the Dobeckmun Company. Previous to that, he spent several years in the wholesale grocery trade, where he became familiar with the packaging problems of all kinds of food products.

G. KINGDON LOWE, of Providence, R. I., has been appointed sales promotion manager of the Rueckert Manufacturing Company of the same place. He was formerly associated with the D. M. Watkins Company of Providence as advertising manager and art director. Mr. Lowe also was connected for a short time with the Cooper Advertising and Printing Service, Providence.

THE MATHEWS CONVEYER COMPANY announces the opening of its Detroit sales-engineering office, at 2842 West Grand Blvd. C. E. Jeremias and E. A. Smith, field engineers, will be in charge.

For the past twenty years the Mathews Conveyor Company was represented in the State of Michigan by the Palmer-Bee Co., primarily for the sale of Mathews Roller Conveyers, which arrangement is now superseded by the appointment of Messrs. Jeremias and Smith.

C. E. WILSON, vice-president of General Electric Company, announces that the administration of all plastics activities of the company have been consolidated at Pittsfield, Mass., and the G-E construction materials sales division at Bridgeport has been relieved of the responsibility of plastics sales. G. H. Shill will be manager of the plastics department, with responsibility for all sales, engineering and manufacturing. Headquarters will henceforth be at 1 Plastics Avenue, Pittsfield. K. W. Nelson, formerly manager of G-E automotive product sales, in the appliance and merchandise department, has been appointed sales manager of the plastics department.

J. J. Lengyel will be acting manager of automotive product sales, Bridgeport, and C. E. Hamann, commercial engineer of the same section.

E. I. du PONT de NEMOURS & COMPANY announces the erection of a manufacturing plant at Clinton, Iowa, for the production of Du Pont Cellophane. A large tract of land outside the city limits has been acquired. When completed, 500 persons will be employed, 75 to 80 per cent of whom will be recruited locally.

Surveys by du Pont engineers will be made soon. The plant proper, the first "Cellophane" production unit west of the Mississippi, will comprise about twenty acres under roof. A large power unit will also be installed. The investment will be a substantial one, amounting to several million dollars, the company states. This new location extends existing Du Pont Cellophane production centers to four. Other plants are at Nashville, Tenn., Richmond, Va. and Buffalo, N. Y.

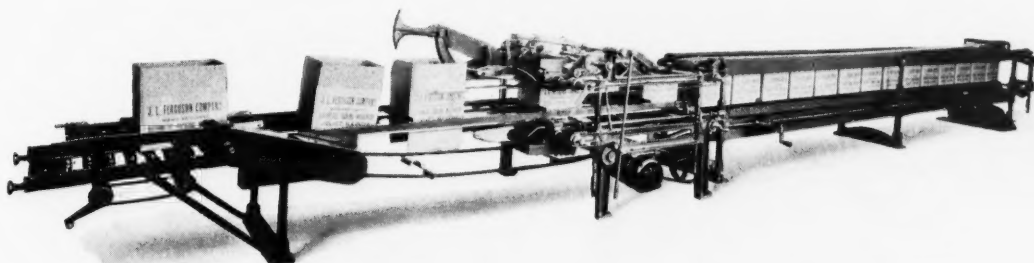
A NATIONAL PRINTING SHOW is to be held at the Coliseum in Chicago, September 11 to 19, a feature of which will be an exhibition of graphic arts called the National Printing and Allied Industries Exposition. Harry A. Cochrane is manager, 82 West Washington St., Chicago. His advance announcement lists over 40 concerns in printing, paper and allied lines which have made reservations for space.

ROBERT H. MAQUIRE has joined the staff of The Display Guild as art director in charge of exhibit designing. He was formerly chief designer for Jenter Exhibits, Inc.

J. L. FERGUSON COMPANY, Joliet, Ill., makers of Packomatic machinery, announces the appointment of P. D. Bowley, as West Coast representative at 420 Market St., San Francisco, formerly editor of "Packomatic," company publication, and in charge of advertising. Harry Krugh, 5201 Martin St., Los Angeles, and the Duncan Equipment & Supply Company, Seattle, Wash., will be associated with Mr. Bowley. New Eastern representatives of the company are Chester H. Jones, New York City, and A. J. Sadow, Boston, Mass. The E. S. Smith Company, Inc., Lakeland, Florida, will handle the Packomatic line in that State. F. E. Grose-close, 1927 Bolsover, Houston, is now Texas representative.

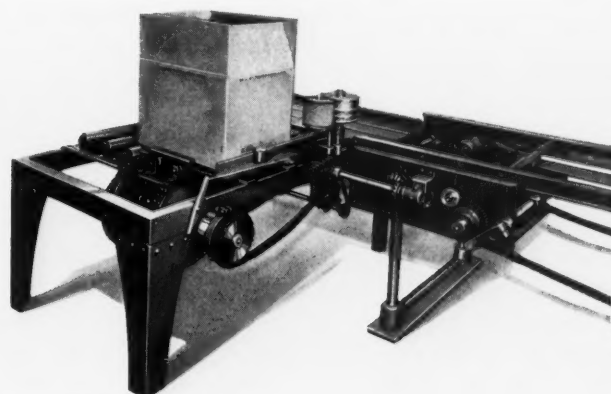
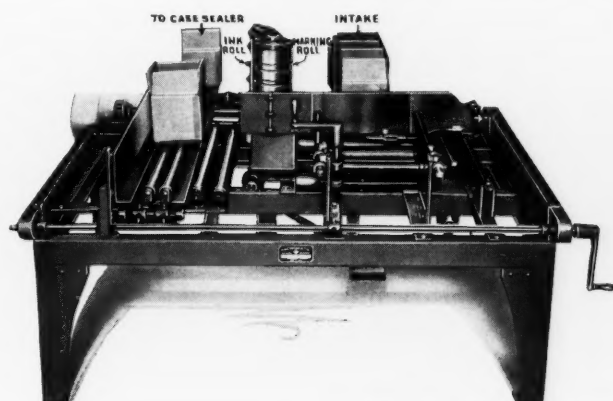
YOU CAN CUT COSTS

For saving labor and lower production costs—for building your business to a new profit standard, investigate Packomatic packaging and case handling methods. In every instance where Packomatic methods are used costs are lowered, and profits increased. There is a Packomatic automatic or semi-automatic machine for all packaging purposes.



PACKOMATIC MODEL "D" SHIPPING CASE SEALER WITH 18 FT. COMPRESSION UNIT

Both top and bottom flaps of packed cases are automatically opened, glued, folded, and sealed with this Packomatic machine. Rapidly and easily adjustable for a wide range of sizes. Length of compression unit determines speed of operation. Speed: 200 to 2000 cases per hour. May be equipped to glue and seal top flaps only, with full spread, or spot glued, if desired. No operator required. Complete with drives and motors.



PACKOMATIC AUTOMATIC CASE MARKING DEVICES

Furnished with any required size type ($\frac{3}{8}$ " to 1" high) for direct reading, code or trade mark on one or both ends, one side and one end; or both sides and both ends. Acts as automatic feed to Case Sealer, and is synchronized with speed of sealing machine.

Marking rolls self-inking. Type easily changed, or extra rolls can be furnished with type set-up permanently in each roll. May be used to identify contents and date packed, or similar data. An economical time saving device.

Our Engineers will call, without obligation any time, any place



PACKOMATIC PACKAGING MACHINERY



J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

—BRANCH OFFICES—

CHICAGO
SAN FRANCISCO

NEW YORK
SEATTLE

CLEVELAND
NEW ORLEANS

ST. LOUIS
SAN ANTONIO

LOS ANGELES
DENVER

SEPTEMBER 1937

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B. F. CONNER, manager of the Plastics Division of Colt's Patent Fire Arms Mfg. Co., Hartford, Conn., was elected to the vice-presidency of this 101-year-old company at a recent meeting of the directors.

THE MUNDET CORK CORPORATION, Brooklyn, N. Y., now manufactures embossed wood-top corks under special license from The Embossing Company, controller of the patents for this popular style of closure. With this addition, the company now produces a complete line of re-seal closures, including the molded flange top, the metal top and the all-cork flange which was the pioneer of this type of closure. Closure users can obtain two-color embossing in all ranges of color. In this way trademarks or special decorations may be reproduced in bas-relief on the hard wood tops, which are securely fastened to corks, in standard diameters, and afford the protection of a natural cork seal.

THE PILLIOD CABINET COMPANY, Swanton, Ohio, makers of cabinets, boxes and wood novelties, has become a member of the Rice Leaders of the World Association, New York.

FISHER N. DAVIS, formerly manager of the Philadelphia branch of the Owens-Illinois Glass Company, has been promoted to the staff of the general sales manager in the Toledo headquarters of the company. R. W. ROGERS, formerly manager of the Libbey Glass tumbler sales in the Owens-Illinois headquarters office, has returned to Libbey, a subsidiary of Owens-Illinois, as assistant sales manager. He will supervise selling in the container, premium and retail divisions. JOSEPH PARKS will fill the vacancy created by Mr. Rogers' promotion. OSCAR KOHL, formerly of the liquor ware division, becomes assistant to Mr. Parks. WESLEY P. ADAMS, formerly eastern prescription sales manager, with offices in New York, has been advanced to assistant sales manager of the prescription ware division in the Toledo headquarters.

The 1936 ALL-AMERICA award winning packages are to be included in an exhibition which is being held at the Reimann School, Westminster, London, from Sept. 27 to Oct. 9. This exhibition is being sponsored by four of the largest advertising agencies in England: W. S. Crawford, Ltd., G. S. Royds, Ltd., The London Press Exchange, Ltd. and the J. Walter Thompson Company, Ltd., together with the publication *Shelf Appeal*. At the same exhibition will be shown the award winners in *Shelf Appeal's* competition for better packaging, so that visitors will be able to contrast the respective progress of England and America. There will also be packages shown from Norway, Sweden, Denmark, France, Italy, Germany and India.

Shelf Appeal, 133 High Holborn, London, W.C.1, extends an invitation to American manufacturers to submit any packages which warrant display in this exhibition and will be of interest to English people because of their design, ingenuity or other factors.

DIED—JULY 2, 1937



RALPH A. GROSS

Ralph A. Gross, president of Simplex Paper Box Corporation of Lancaster, Pa., and patentee of the Simplex type of folding box, died of a heart attack on July 2, 1937. He was 46.

A progressive and active leader in his industry, Mr. Gross was an important factor in the development of new and better ideas in the production of cardboard cartons. As an inventor, he was the patentee of eleven United States patents, and others in foreign countries.

Ralph Gross entered the set-up box business originally at Lititz, Pa., where he established his own factory and became successful. He made a study of the folding box branch of the industry, and sought to devise a quickly set up and rigid lock cornered carton by combining the best features of the set-up and folding boxes. After long experimentation, Mr. Gross produced the Simplex type of folding box, and established the present Simplex Paper Box Corporation at Lancaster.

He was an enthusiastic supporter of all constructive movements for the advancement of his industry and believed in advertising as a means of broadening the market for the use of cardboard cartons, and always encouraged new and progressive developments. He was highly esteemed by the leaders of the industry and enjoyed their esteem in return. Mr. Gross worked for the adoption of restrictions upon those who pirated the ideas of reputable manufacturers, and believed in a fair deal for consumer, laborer and employer.

Diligent in business, devoted to his family, he found time for sociability and healthy sports. He made a host of friends, who laid upon his bier floral tributes from all sections of the country in their regard for his friendship and their appreciation for his achievements.

The Boston office of TRIANGLE INK & COLOR COMPANY, INC., is now located at 161 High St. William F. Sullivan is still in charge as local manager.



**Throw your
LACQUER COATING
HEADACHES at us**

Because our plant has complete facilities for lacquer coating, varnishing, gumming and die-cutting . . . we are able to serve many manufacturers and printers more economically than if they attempted to do the work themselves. We know the headaches . . . and how to avoid them. Our varied equipment insures prompt delivery and the most economical and speedy machine for each type of job.

Let us figure on your next job. And let us show you what we have accomplished for others in lines similar to your own.

LOWERY AND SCHWARTZ, INC.

295 Lafayette Street

New York City

CAnal 6-7703



**BY 5 O'CLOCK
TONIGHT**

**How many
packages will be
wrapped?**



The clock doesn't wait! How many packages will your finishing department wrap by 5:00 o'clock tonight? How much will it cost to wrap them?

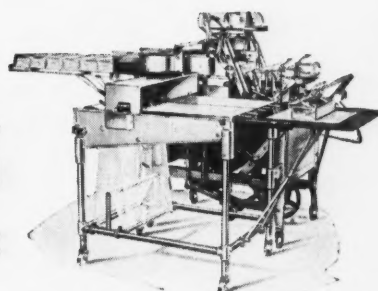
The Miller Model MPS "Economic" Wrapping Machine saves minutes and dollars. It turns out hundreds of neatly wrapped packages in the least amount of time and at least cost.



The "Miller" makes a saving every minute of every working day. Discover how cheaply you can wrap your packages with this low-priced, flexible wrapping machine.

**It's
Speedy
Adjustable*
Low-priced**

* Has instant adjustments. No cams or leaders to change, no tools needed.



Miller Model MP "Economic" Wrapping Machine

**The clock doesn't wait!
PROFIT by writing today!**

Miller

WRAPPING & SEALING MACHINE CO.

14 So. Clinton St.

CHICAGO

SEPTEMBER 1937

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PACKAGING COFFEE

By CHARLES E. PAGE*

THE PACKAGING of "America's Favorite Beverage" has always presented one problem which, to date, has never been solved. This is the preservation of freshness.

Extremely few foods are as unstable as coffee. Coffee, from the cherry as it is picked from the tree to the moment of use in brewing—and especially after roasting and grinding—avidly absorbs foreign odors and flavors. These may be present in the air or in other forms permitting physical contact. And, generally, an odor or flavor so absorbed is tenaciously retained.

As a case in point, there was the shipment of 250 bags of green coffee (32,900 lbs.) which was stored in a room wherein a small open glue pot had been left. The odor evolved by the glue ruined the entire lot of coffee by the absorption of the "fishy" flavor. Hides, chemicals, jute and many products commonly moved by ocean freight cannot be stored in the same hold with coffee.

The coffee packer should, and generally does, know about this quality of his product. In the case of those who pack in a vacuum in glass or tin, a package impervious to such contamination is provided so long as the seal is not broken. There are certain other fabrications which are more or less impermeable to foreign odors but such packages are of little if any value in preserving the

* Coffee Engineer.

flavor of the coffee. This statement may be challenged but I hope to prove it by an array of incontestable facts.

Analytical chemists agree that in the green, or raw state, coffee does not contain any carbon dioxide. This product is the most natural product of combustion and is occluded in the bean during the roasting process. It does not matter how the coffee is roasted—in gas, coal, coke or oil fired equipment; by electricity, dry steam, regenerated or recuperated heat—carbon dioxide will be formed in the bean.

It has been written that the CO₂ content of freshly roasted coffee is greater per pound than that contained in fresh baking powder. Rector, Prescott, Punnett and others have said that the gas is occluded in amounts variously credited as from three to five times the volume of the coffee itself and under internal pressure of as high as 50 lbs. per square inch.

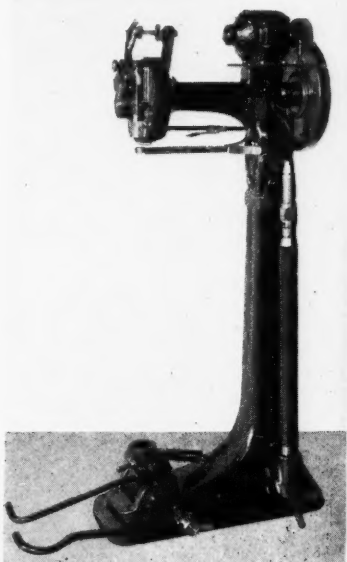
When the hot coffee drops out of the roaster into the cooling device, it is evolving this gas under high pressure and in great volume. In customary plant practice, the elapsed time between completion of roast and ultimate sealing in the package including stoning, grinding and weighing, rarely exceeds two hours and is often accomplished within thirty minutes. One roaster, in fact, completes the process in eleven minutes and ten seconds.

Carbon dioxide is used in the pressure packing of coffee in these two vacuum cans. Dry ice (solidified carbon dioxide) is used in the Hansen package while the gaseous form is applied in the Alpine package



WHEN PACKED and SHIPPED in WIRE STITCHED BOXES

Your products will reach your retail markets in the best possible condition. Safe, dependable distribution is just as important as your manufacturing standards.



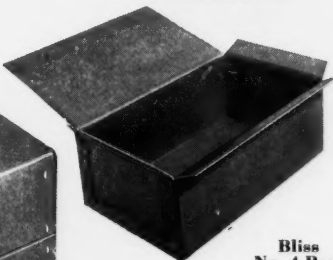
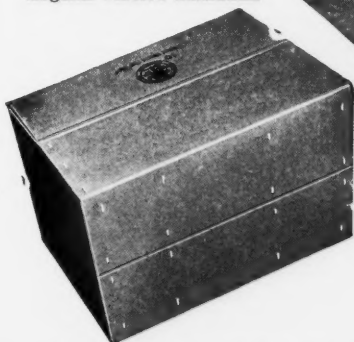
THE BLISS BOX and BOTTOM STITCHER

Wire stitches all kinds of Set-up Boxes, Display Boxes, Telescope Boxes, Small Cartons, and Shipping Containers at high speeds and at surprisingly low costs.



Hardware Box

Regular Slotted Container



Bliss
No. 4 Box

Let our Shipping Engineers tell you the advantages of Wire Stitching.

DEXTER FOLDER COMPANY

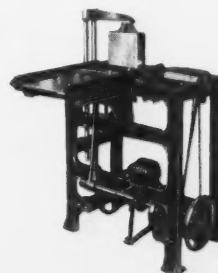
28 W. 23rd St., New York
CHICAGO PHILADELPHIA BOSTON CINCINNATI ST. LOUIS
H. W. BRINTNALL CO., San Francisco-Los Angeles-Seattle

ARE YOU FAMILIAR
WITH
PETERS
CARTON
PACKAGING
MACHINES

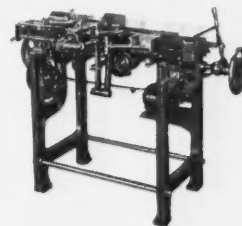
for Setting-Up and Closing Cartons

Ideal machines to install in your plant to increase production and reduce the cost per package. These machines are used extensively by both large and small companies who desire to keep the cost of their packages as low as possible.

Right: Junior Carton Forming and Lining Machine . . . sets up 35-40 cartons per minute, requires only one operator and is adjustable for a wide range of sizes.



Right: Junior Carton Folding and Closing Machine . . . closes 35-40 cartons per minute, requires no operator and is also adjustable for a wide range of sizes.



Where a production of 55-60 cartons per minute is required, Senior Machines are available, both for setting-up and closing cartons automatically.

May we send you complete information on machines to handle your production requirements economically and efficiently? Drop us a line today!

PETERS MACHINERY COMPANY

GENERAL OFFICE AND FACTORY
4700 RAVENSWOOD AVENUE, CHICAGO, ILL.

It is of common knowledge, both to the roaster and the lay public, that coffee loses its aroma and flavor, then turns stale and finally rancid when exposed to the atmosphere. This transition is commonly supposed to take place over a period of some ten days—slightly longer for roast bean than for ground coffee. It is further generally believed that the loss of carbon dioxide is concurrent with, and mathematically proportional to, the loss of desirable coffee constituents and the formation of undesirable qualities.

The belief is also commonly held in the trade that the loss of flavor is due to the loss of CO_2 . Actually, the loss of CO_2 is far faster than the loss of flavor, furthermore, the loss of flavor is not, in my opinion, due to the evolution of "aromatic oils." I do not believe that coffee contains any aromatic oils. Oils, vegetable oils (I am not speaking of "fats") do not absorb odors. Oils may be volatile, as in the case of coffee, but they are not aromatic. The esters of the coffee provide the aroma.

Again, the loss of CO_2 is greatest immediately upon crepitation of the beans and while they are still in the roasting cylinder. About 65 per cent of this gas is evolved within the first 24 hours after roasting but certainly coffee does not lose 65 per cent of its flavor and/or aroma during this same period.

In packaging coffee, there are four fundamental factors to be considered, of which number one is the positive pressure exerted by the evolved gas, when confined in an impermeable container. If the type of package used is impermeable to this gas, then, due to the foot-pounds pressure built up within the package, the package must be of sufficient strength to withstand such pressure. To obviate the necessity for such strong packages, it has been a common practice to vacuumize the package before hermetically sealing.

The roaster claims he draws out so much air. Actually, when ground coffee is packed within an hour after roasting, no air whatsoever is removed by vacuumizing. There never has been and probably never will be.

CO_2 is one and one-half times as heavy as air. It is an inert gas that is being evolved from the coffee in such volume at the moment the coffee is dropping into the can or jar that, coupled with the atmospheric displacement of the coffee itself, all air is evacuated from the package before it would be mechanically possible to attach a cover. What is actually withdrawn is CO_2 . The vacuum, twenty-eight or more mercury inches of negative pressure, sucks the CO_2 out of the package and quite possibly sucks some from the cells of the coffee.

That CO_2 continues to evolve after packing is obvious when it is considered that within a few days after vacuumizing, the package often exhibits a positive pressure—the can may even bulge. An analysis of this evolved gas may show a small percentage of oxygen but this was not residual as air in the package at the moment of sealing. It is believed that this oxygen is a product of the chemical transitions taking place in the coffee itself during storage.

This brings us to fact number two. Any substance which is permeable to oxygen or carbon dioxide is in-

efficacious for the preservation of roast coffee. The "breathing" of a package causes coffee oxidation just as oxidation causes deterioration. It is now stated by chemists that any material economically satisfactory for the fabrication of coffee packages which is permeable to CO_2 is likewise permeable to oxygen. Therefore, such a package will "breathe." Being permeable to CO_2 the gas as evolved by the coffee passes out through the package into the atmosphere and with it is lost the aroma and flavor of the coffee. Due to the thermal changes in the atmosphere—oftentimes in excess of 40 deg. F. in a single day—the air is constantly expanding and contracting. In a permeable package these changes in air volume and the specific gravity thereof occur within the package and coffee as well as without. The package "breathes"; the air within the package becomes impregnated with the coffee flavor and is constantly being renewed as fresh air is inhaled and coffee aroma—flavor—is exhaled.

We therefore see that any package now on the general market which cannot be permanently hermetically sealed may not be more than a convenient means of packing. It serves as a conveyor or storage receptacle, and while it may have "eye appeal" and advertising value, it has virtually no value as a means of preserving the desirable qualities of coffee nor preventing its deterioration.

Factor number three is that of stabilization. By this is meant the processing of coffee in such a manner as to inhibit deleterious chemical changes while in storage. Many such processes have been invented but an invention does not by any means connote a desirable result. Roasted coffee is one of the world's most unstable products and its chemical structure is such that stabilization has so far proven impossible.

Last of the four factors is that of packaging costs and into this consideration should enter such items as (a) nature of consumer trade—hotel, restaurant and retail; (b) whether whole roast or ground, or both; (c) synchronization of package line to the balance of the plant flow sheet; (d) sizes and kinds of packages and (e) equipment.

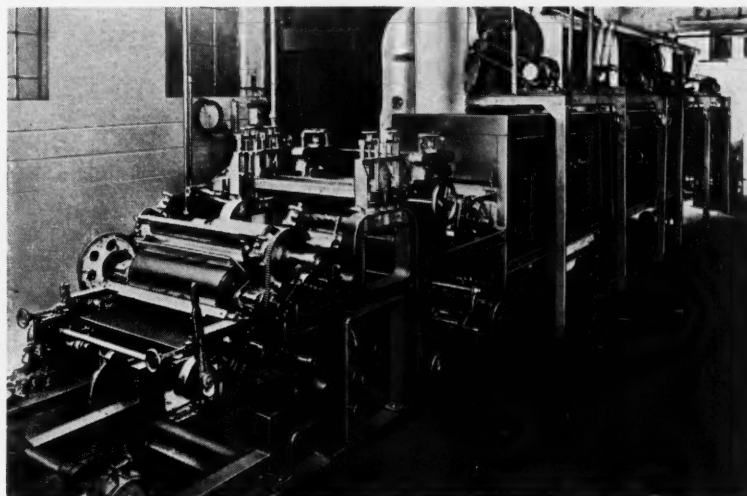
Inasmuch as freshness is the cardinal requisite, all other quality factors being equal, it is obvious that but two courses are open to the packer who conscientiously and intelligently insists upon his product reaching the consumer fresh and full flavored. One is, insofar as possible, to insure the freshness by the method of packaging. The other is, obviously, actual delivery of a "roaster fresh" product, not only to the grocer, wholesaler or jobber, but to the ultimate consumer.

Personally, I would far prefer to find my daily supply of coffee hanging on the neck of my milk bottle every morning. But lacking this, give me the coffee of the blend and roast and grind I prefer, in a quantity which will be consumed within three to five days in a package which does not contaminate the coffee and is not too costly.

If, due to residential or store location, it is not practicable to have such frequent deliveries, then the coffee should be packed in an impermeable type of container. A vacuum is all right but in substitution or in addition

Ross-Waldron Development Facilities Will Solve Your Coating and Drying Problems

ROLL COATING
KNIFE COATING
SATURATING

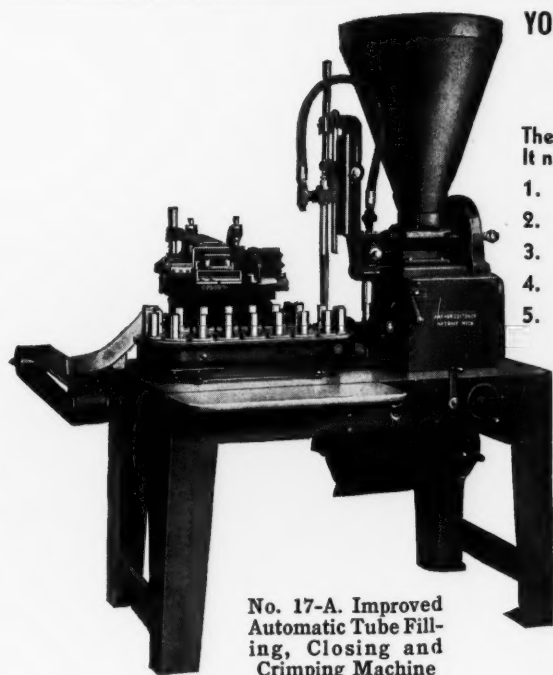


FLOATER DRYING
IMPINGEMENT
DRYING
ZONED DRYING

Our Versatile Semi-Commercial Unit

TRAINED COATING & DRYING TECHNICIANS AT YOUR SERVICE

	<p>JOHN WALDRON CORPORATION</p> <p>Main Office and Works: NEW BRUNSWICK, N. J. Chicago New York Portland, Ore.</p>	<p>J. O. ROSS ENGINEERING CORPORATION</p> <p>Main Office:—350 MADISON AVE., NEW YORK Chicago Detroit Portland, Ore.</p>
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No. 17-A. Improved Automatic Tube Filling, Closing and Crimping Machine

**YOUR IMMEDIATE ATTENTION IS CALLED TO THIS NEW
No. 17 Type A IMPROVED AUTOMATIC TUBE FILLING, CLOSING
AND CRIMPING MACHINE for SEALING COLLAPSIBLE TUBES.**

The famous COLTON CLOSURE machine has been greatly improved and simplified. It now offers you these new advantages:

1. Motor is underneath, out of the way.
2. Equipped with REEVES drive for speed control.
3. New design filling head gives a positive free smooth action of nozzle.
4. Start and stop push button switch.
5. Two hand levers. One for starting machine proper. One for stopping and starting filling mechanism.

All of these improvements—yet no increase in price. Write today for a sample tube and full information on this machine.

ARTHUR COLTON CO.
2602 JEFFERSON AVE., EAST
DETROIT MICHIGAN



"pressure packed" coffee is preferable. This applied to either the "whole roast" or a ground product. Pressure packing, by whatever method achieved, consists of creating a positive pressure in the package at the moment of sealing in excess of the present and eventual pressure of the occluded gases of the coffee.

There is no tenable argument that during the loss of gas the coffee does not lose flavor. Nor is there any question about an appreciable loss of flavor at the instant any vacuum-packed package of coffee is opened, providing sufficient time has elapsed for the vacuum to be replaced by a positive pressure. Inasmuch as I understand that most vacuum-packed coffee is over three weeks old when it reaches the consumer—and in some cases over six months old—there can be no question as to deterioration. Again, vacuum packing, by the very nature of the process, places a negative pressure upon the cell structure of the coffee, and, therefore, coffee which has been vacuumized is certain to deteriorate faster than a coffee which has not been vacuumized.

Pressure packing is accomplished in various ways by various firms. Hansen, of Oakland, places a small piece of dry ice (solidified carbon dioxide) in each vacuumized tin can. This dry ice quickly sublimates and creates a pressure against the cells of the coffee greater than that of the occluded gas within the coffee beans or particles. Coffee packed by such a process remains fresh for several months while in storage and, after opening, deteriorates at far less speed than that packed by the conventional vacuum method.

Another method, such as that used by Nestle's in their Alpine coffee, is to use CO₂ in the gaseous form instead of the solidified form.

A third method, which I understand is now patented and is being favorably considered by several large packers, is the use of a new type of glazed paper insert in a common chipboard carton. This paper is claimed to be impermeable to both oxygen and CO₂; to possess greater tensile strength and to be economical to use.

In the first two methods mentioned the cost of such packaging is claimed not to exceed the cost of conventional glass jars or vacuum tins by more than 1/4 cent per lb. The latter method is said to increase the cost over the conventional glassine-lined chipboard carton about one cent per lb.

Production speeds are in no way diminished as machines packing from thirty to sixty more packages per minute are available.

During the past three decades we have had, first, "Vacuum Packing"; second, "Drip Grind"; third, "Dated Coffee"; fourth, "All Purpose Grinds"; and, now comes "Pressure Packing." I believe that the American public is progressively becoming more coffee conscious and therefore can be educated to become far more discriminating. Some roasters are already noting this trend and are putting better equipment in their plants. Others are surely going to be forced to do so or fall by the wayside. The next milestone is to be "quality coffee" but no matter how fine it may be it must be properly packaged.

A CIGARETTE CASE CIGARETTE PACKAGE

Ordinary cigarette packages of the set-up box type have the disadvantage that the first cigarette can only be removed with difficulty, and that the remaining cigarettes do not have any more of a hold in the half empty package—with the result that the tobacco drops out of them.



In the boxes illustrated the box edges are not sealed all around, but only at the right side which is sealed with a revenue stamp strip, in order to facilitate the opening. After tearing off the revenue stamp, the cover is not, as usual, turned upward, but to the left, in the same manner as with a cigarette case. The cigarettes rest, in one tier each, in the cover and in the bottom. In each half of the box a corrugated paper is inserted, which—in the



manner and style of cigar cases—has a separate groove for each cigarette. In this way, and also by means of a strong but elastic strip of cardboard, the cigarettes are held down in their position, so that the tobacco cannot drop out. On the lower part of the box a springy strip of cardboard is attached, so that when closing, the cover rests firmly upon the lower part. As the boxes are not sealed all around but only in a single portion, every box is wrapped tightly in cellophane to insure dry storage and at the same time preserve the aroma.

CONSUMERS PREFER "VISIBLE CONTENTS" PACKAGE

(Continued from page 45) obstructed view of the product, and the new design and colors, which make the bread stand out on store counters so that customers were almost forced to see it.

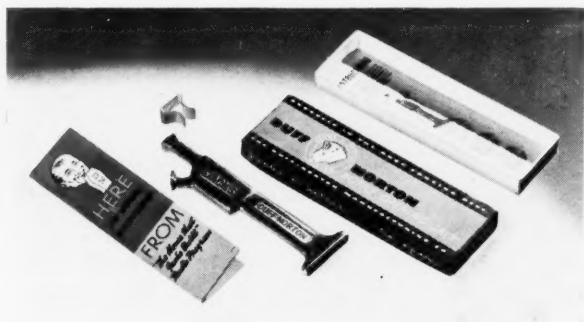
"However, we reckon sales increases which have been brought about by improved packaging of old products not on the basis of what happens during the introductory work or first few months, but on the total results over two or three years. On this basis, we figure we have had sales increases on each of these five bread items of from $33\frac{1}{3}$ to 40 per cent.

"The cost of the new wrappers is about double the cost of the former kind. In the old wrappers we used an excellent quality of wax paper, and still do on other Bohack bread not window wrapped. Besides, our bread is double-wrapped. Consequently, our old wrappers and double-wrapping cost us $\frac{3}{10}$ cent per loaf. The new window wraps cost us about $\frac{6}{10}$ cent per loaf. This increase is on material only. There has been no increase in labor or machine operation."

These new Bohack bread wraps as illustrated on the front cover of this issue are used on their bread wrapping machines without readjustment when changing from waxed paper. Bread wrapping machinery is extremely versatile. Other bakers use these machines and window type wrappers for cinnamon buns, pan rolls, coffee cakes, doughnuts and even cookies when arranged in shallow cardboard trays.

Applications of transparent cellulose to the packaging of other food products as well as products remote from the food field have been made. To show manufacturers in other lines how this might be carried out, a few illustrations are given with this article of some possible applications.

Credit—to Thomas M. Royal & Company for the manufacture of the Bohack window type bread wraps; also for the illustrations accompanying this article.



In connection with its radio program, "The House that Jacks Built," the Duff Norton Manufacturing Company offered a bottle opener in the shape of a small jack. Thousands of them were sent out on request. This miniature jack souvenir is so closely tied in with the company's own products that it should serve as a lasting reminder of Duff Norton jacks. The bottle opening jacks are chromium plated and put up in boxes supplied by Keystone Box Company



"Modern" Packaging includes the Shipping Container

And the modern shipping container calls for the modern method of fastening—

BOSTITCH

Modern packages are designed for SECURITY.—

They must protect their contents against loss and damage, both accidental and malicious. Bostitch fastening, top and bottom, is dry, tight, strong, and practically pilfer-proof.

Modern packages are designed for SPEED.—Goods must be packed quickly—and sealed quickly, too. Bostitch is the speedy method of sealing.

Modern packages are designed for SAVINGS.—Bostitch sealing saves time and labor, makes other savings, too.

Write for "The Three S's of Shipping Room Success," also folder describing Bostitch Autoclench, for top sealing without getting under the flaps.



—BOSTITCH—

EAST GREENWICH, R. I.

Please send a copy of "The Three S's of Shipping Room Success" and folder on Bostitch Autoclench.

NAME.....

ADDRESS.....

..... MP-937

In Canada, Bostitch-Canada, Ltd., Montreal

SEPTEMBER 1937

97

HELPING CONSUMERS SAY "YES"

by NOEL PETTER*



Above: For fresh bakery goods, packages should provide visibility, be sufficiently sturdy to survive handling, permit flexibility in sizes and shapes and be economical. Below: Biscuit packages should show faithful reproduction of product, incorporate legible and simple design and be convenient in size and shape

THE HISTORY of our national social progress, during the past half-century, might well be written in terms of the changes which have taken place in the physical appearance and general improvement of that essence of life itself—bread. Time was when breadmaking was a home industry, each housewife vying with her neighbors and friends in her domestic accomplishments, of which baking was "tops."

But in our transition from a predominantly rural people to an urban population, a great change has taken place

* Art director, Standard Paper Box Corporation.

in the make-up of the average American family. With smaller houses, higher standards of living, fewer people in each family unit, conveniently located retail stores and an ever-increasing diversity of products from which to make selections, home industry has become increasingly unnecessary, it being so much easier and more satisfactory to make purchases frequently, in small amounts.

Any industry, and particularly is this true of the commercial bakeries, that is based upon the human senses of sight and taste, and is catering to a fast-moving, changing population, is destined to have many exciting, diversified and oft-times distracting experiences. The row after row of delectable breads and pastries that greet the eye and appeal to the appetite of the potential consumer in retail food stores is an acknowledgment of the skill and ingenuity of the bakers in meeting the needs of the changing national appetite. Yet they have long since learned that while certain staples will be universally in demand, the hope of extra sales and profits comes from playing to the tastes of the consuming public with additional varieties which may be high in popular favor today and yet in a few short weeks be as unattractive as yesterday's mashed potatoes.

What, one might ask, has this to do with packaging? Let us consider the effect of this human characteristic upon the profits and business headaches of the baking industry. We want pie today, cake tomorrow and no dessert at all the day after, and through it all the baker is required to be constantly on the job to see that we get what we want. If this state of affairs is conducive to headaches, it is a condition of the baker's own making. In his eagerness for business he has gradually and steadily educated Mr. and Mrs. Consumer, as well as his competitors, that there is no more limit to the baker's art than to the colors of the painter's palette. And since many of these bakery delicacies are highly perishable in nature, the problem of packaging is one which is of particular consequence.

Bakery packaging differs from most other forms of packaging in that, in addition to fulfilling the ever-increasing demands for cleanliness, convenience, protection and economy, it must be ever ready to do an about face. It must be of such a nature as to be flexible with the ever-changing pageant of cookies, pies, coffee cakes and rolls. In other words the baker has brought upon himself a double dilemma, that of constantly redesigning his product and redesigning his package.

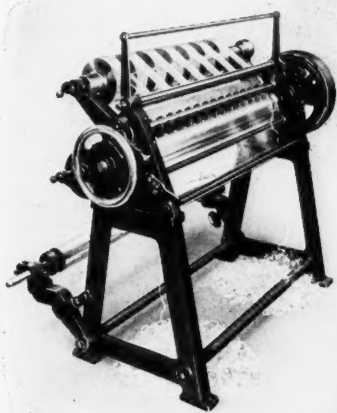
Fresh bakery goods compose one line of products that *absolutely must* be seen to be sold. It is possible to buy cereal, coffee, eggs, butter, cheese, in fact, the majority

Undoubtedly the most novel slitter and rewinder developed in many years, is the

BECK "RAZOR BLADE" SLITTER

Unique in its performance it slits and rewinds cellulose materials, glassines, etc., with a polished and clean edge, and produces rolls that are properly wound.

Razor Blades cost little—upkeep therefore low. Simplicity of construction means reduced labor costs thru quick adjustments.



Also BECK AUTOMATIC ROLL SHEET CUTTER
Send for circular

CHARLES BECK MACHINE CO.
13th & Callowhill Streets Philadelphia

DO YOU PACKAGE

Chemicals?

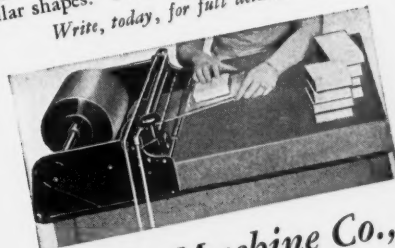
Textiles?

Candies?

or other off-shape, hard
to wrap products?

If so you'll want to know what leading firms (such as, for instance, McKesson & Robbins, Inc., Cliquot Club Co., Statler Hotels and scores of others) have been able to do with the economical Wrap-Ade Semi-Automatic Sheeter-Gluer. The machine pays its way even when used only an hour or two daily. Hundreds are in use . . . in banks of from one to twenty-five. Ideal for frequent size changes, short runs, soft materials, irregular shapes. Saves 25% to 40% on materials.

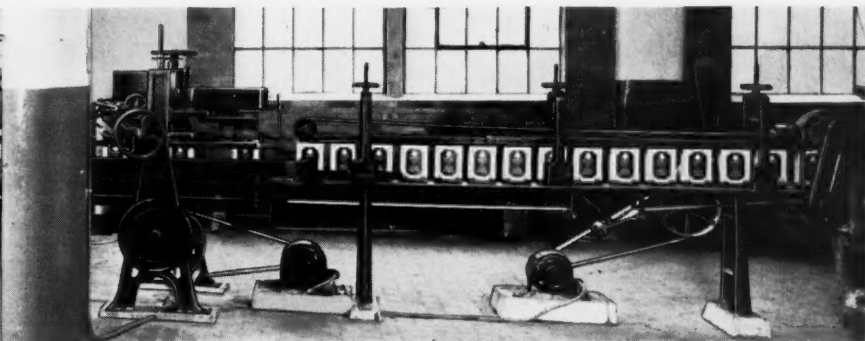
Write, today, for full details—



Wrap-Ade Machine Co., INC.
NEWARK, N. J.
215 CENTRAL AVE. Market 2-0931

Ask also about Wrap-Ade Devices for sheeting, gluing, sealing, crimping, labeling, punching and bag, envelope and tube making with transparent cellulose.

"Triangle Equipment suits our Purpose Exactly"...writes CANADA PACKERS, LTD.



INSTALLATION OF TRIANGLE EQUIPMENT TO WEIGH, FILL AND SEAL SOAP FLAKES IN 1-LB. TO 5-LB. CARTONS IN PLANT OF CANADA PACKERS, LTD.

"This Triangle equipment is well designed. It suits our purpose exactly and what is most important, it worked satisfactorily from the outset . . . no delay resulting from unnecessary adjustments." Thus writes Mr. C. K. Bennett, Mechanical Supervisor of Canada Packers, Ltd., Toronto, internationally known soap and meat packers, about their recent installation of Triangle equipment.

Your packaging problem may be dif-

ferent but there is a Triangle unit available that will solve it to your satisfaction.

You, too, can experience the same feeling of satisfaction that Canada Packers has if you choose a Triangle packaging machine to do your job. Let our trained engineers prove how this better equipment will save you money. Tell us your packaging problem . . . it's our business to solve it for you.

THEY ALSO CHOSE TRIANGLE EQUIPMENT

ALLEN B. WRISLEY
COLGATE
ARMOUR & CO.
PROCTER & GAMBLE
NATIONAL SOAP CO.
NEWELL GUTRADT CO.
HANSEN SOAP CO.
EASSON SOAP CO.



TRIANGLE PACKAGE MACHINERY CO., 907 N. SPALDING AVE. CHICAGO, ILL.
50 CHURCH STREET · NEW YORK · 111 MAIN STREET · SAN FRANCISCO · FOREIGN OFFICE: 44 WHITEHALL STREET · NEW YORK

of our foods sight unseen and with complete assurance as to the quality. But can you imagine your wife buying a cake in a box or package that offered no visibility? Probably the one factor that has done more to relieve the housewife of the drudgery of baking, and has made the bakery more than a small neighborhood shop, is the advent of transparent cellulose wrappings. It has made possible daily deliveries of fresh baked delicacies to even the most remote sections of our country. Through the many ingenious combinations of cartons and transparent wrappings, baked goods may be shipped great distances with almost complete safety and above all upon arrival they still present to the consumer that all important *eye appeal*. In this branch of bakery packaging the most important consideration is, of course, visibility of product, for it must be appetizing and fresh looking. The ordinary cake box, made of folding boxboard, served its purpose, but failed in this important matter of product visibility. Opening the cover to examine the cake not alone permitted the possibility of flies, dust and dirt specks to mar the product's appetizing qualities, but also tended to hasten the point at which the product became stale, due to its exposure to air. The present packages which combine the protective qualities of boxboard with the visibility of transparent cellulose offer an ideal solution, by permitting examination of the bakery product without actually opening the package or exposing the product to outside deteriorating factors. Second, the package must be sturdy enough to survive the rather severe handling of truck drivers and clerks. Third, it must be flexible in construction, material and be readily adaptable to new sizes. And fourth, it must be economical.

The foregoing has pertained to what we may call daily, fresh-baked goods. Let us consider the other side of the picture. The packaging of the *biscuit type* of baked goods.

This branch of bakery products is in a class by itself. The merchandising and packaging principles are almost the direct opposite of the fresh-baked daily variety. Here we have products which include all forms of crackers and cookies, and while our consumers are the same

we enter a different price bracket. They are sold by reputation and brand name almost entirely.

From the standpoint of artistry the biscuit package requires far more thought and ingenuity than the *visibility type* of package. Great care should be exercised in the selection of the brand name, which should be decided upon only after careful testing. It must be easy to read, easy to pronounce and easily remembered. In spite of the many arguments against it I believe the package that does not display the product should have realistic illustrations of the product printed on the package. The statement that the package contains butter wafers can be construed to mean any one of a dozen different types and shapes of crackers and the advertising required to establish such a package in the minds of the consumers is much greater than a package illustrating the product. It is possible with skillful art work and engravings to faithfully reproduce any product even to the point of capturing the appetite appeal in the crisp, rich, flakiness of crackers. The ideal for biscuit packages would, of course, be a package which displayed the actual product. Long shipments and the need for prolonged keeping qualities have in the past made this impossible. Some day, however, biscuit bakeries will, by ingenious packaging, be able to participate in the advantage of appetite appeal through display of the actual product.

There has always been a tendency among many biscuit bakers to attempt to copy the packages of certain large and successful bakers. But simply because a package designed perhaps ten or fifteen years ago has since become a successful seller, is little excuse that it should be copied, or reason that success might be assured by its imitation. The highly competitive lines of biscuit packages require that each must be distinctive in its own right. No product ever succeeded because of imitation, but in spite of it. I have been asked many times, in designing a biscuit package, to use the same color and general design of an old and established package. But the baker is the only one who would be fooled by such imitation. There should, therefore, be no standard color or design for any particular type of cracker. A striking and original package will become conspicuous.

The biscuit package must then, first, have a good name. A name which is suggestive, short and easily remembered. Second, it must sparkle with strong attention-compelling color with careful consideration to competitive packages. Third, the product should be illustrated clearly in lifelike reality if actual display of the product is not possible. All the elements of the design should be composed in a legible and simple design, and fourth, the package must be convenient in size, shape and style, with due consideration to product protection.

There is a third and newer type of bakery package, used more and more by progressive bakers as the possibilities become more widely known, namely, novelty packages or packages with re-use value.

In every business at some time or other an occasion arises that would be ideal for a novelty package. It may be an anniversary, the (Continued on page 118)

Novelty packages for bakery goods permit wide diversification in design and enable a larger margin of profit than obtainable through the use of conventional packages



EMBOSSSED-TOP CORKS PROVIDE . . .

*Dressed-up
Protection*

FOR A WIDE VARIETY OF BOTTLED GOODS

THERE are three important reasons why so many manufacturers of bottled products seal their packages with Armstrong's Embossed-Top Corks.

First—these handy closures provide a *secure seal* that gives your product dependable protection, not only on its way to market, but in the store and in the home as well. Second—they are easy to use. A simple twist removes them—a tap replaces them in the bottle neck. And in the third place—Armstrong's Embossed-Top Corks are attractive. Embossed in colorful two-tone combinations with your name or trade-mark, they will catch the eye of prospective buyers and help emphasize product identification on the dealer's counter or shelf.

In addition to Embossed-Top Corks, Armstrong's Closures include a complete line of Metal Caps, Artmold (molded plastic) Caps, Corks and Crown Caps. And as outer seals to be applied over standard closures, Armstrong sells CEL-O-SEAL caps and bands. For full information, send for your copy of Armstrong's new Closure Catalog "BETTER SEALS FOR BETTER SALES."

Armstrong Cork Products Co., Closure Div., 916 Arch St., Lancaster, Pa.



THERE'S AN ARMSTRONG CLOSURE FOR EVERY SEALING NEED



Armstrong's
**EMBOSSSED-TOP
CORKS**

EDITORIAL OPINION

NEW PACKAGES MUST BE MORE THAN NEW

Recently we had the opportunity of taking part in a conference of officials of a company manufacturing packaged goods. The subject under discussion concerned the adoption of a new package. The president of the company, alive to the increasing need for putting greater sales punch in the package, had had prepared for him a flashy design. The novelty of the new package was strongly defended by its sponsor. A hot discussion followed. Among the clamor of voices one was outstanding—that of the sales manager, who in effect said this:

"I am in accord with the idea of a new package. We need it because the packages of our competitors are more readily seen and easier to identify than ours. But new packages must be more than new. They must be stronger—more visible—more distinctive. They must in effect be good displays.

"Beauty alone is not enough. Flashy color alone will not suffice. Bizarre effect is but a flash in the pan. Let's not mistake one ingredient for the whole formula. These are but the elements which if used in their proper proportion will make for a well designed package. It is no longer an accomplishment to design a new package—but to design a *good* new package is another matter."

Therein lies a message for every manufacturer of a product that sells in packages—particularly in retail stores. While we have said so many times, we reiterate that a package is more than a container. It has stepped beyond the unit function—it is no longer a mere convenience—it is more than passive identification.

The package must sell. It should be a display—on the shelf, on the counter, in the window, in the customer's hand, on the kitchen table, in the market basket, in milady's boudoir, in the medicine cabinet or whatever its final resting place may be.

It is sad to relate, but a number of new packages that are making their debut on dealer's shelves have often proved to be less effective than the old. Too often newness takes the place of sales value.

Newness in packaging is a vitalizing force in the scheme of modern merchandising. But let us remember the wise words of the sales manager who said—"new packages must be more than new."

MODERN PACKAGING PHILOSOPHY

In an article in this issue, entitled, "Consumers Prefer 'Visible Contents' Package," C. B. MacGrayne, in charge of bread sales for H. C. Bohack & Co., Inc., Brooklyn food chain, says on page 45, "Putting a new wrap on a bread item, or a bakery product, especially

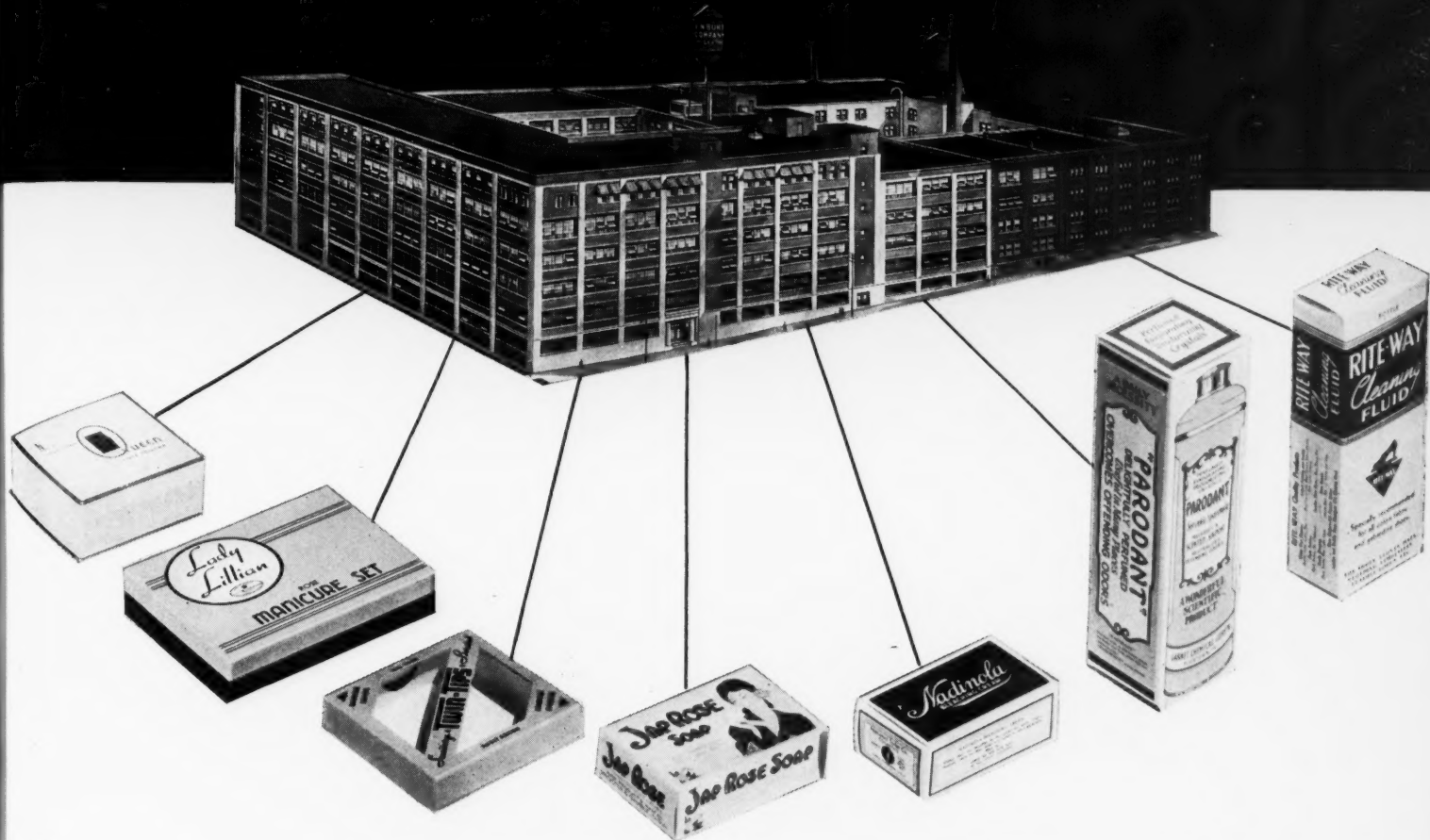
when the change from the old to the new is a radical one, as it was in this case, can generally be counted on for a double up on sales." Further on he explains that if the "double up" or 100 per cent increase takes place in the introductory period it would fall to much less than that as time went on, so that his method of calculating a sales increase of this kind is to compute it over a period of two or three years, which in his account of what happened with the new Bohack window bread wrappers, was between $33\frac{1}{3}$ and 40 per cent.

This casual statement by Mr. MacGrayne is along the line of being a striking bit of modern sales philosophy which must not be allowed to pass unnoticed. Mr. MacGrayne said something. We respectfully call his remarks to the attention of one or two manufacturers of our acquaintance who are selling store merchandise in packages and who lose no opportunity to explain that their particular product, or line of products, is the last word in package design. Five or ten years ago they bought a new package, or hired someone to improve their former design, and from the day they put it on the market they have been able to think of nothing else. According to what they say, no other manufacturer has ever done anything so startling. The world has talked about it ever since. No package, new or old, in their field compares with their package, or ever will. It's the all-time record for novelty, convenience, newness, neatness, saleability. When the suggestion is made to them that sales might be stimulated by bringing out another new design, they are indignant. The design of five or ten years ago is still new, they verily believe.

You who read these words may be connected with the manufacturers we have in mind. Therefore, permit us to suggest that the package in which you take so much pride may no longer be a matter of pride to your sales organization and the trade. Five years is a long time. Perhaps that package could be improved or a new design adopted. You think not? That probably settles it. But remember this: Unless you are in a unique field, you are having plenty of competition, and on the sales staff of your competitors are some bright young upstarts who think it is clever to outwit competition. One way in which they do it is to bring out new package designs every once in a while, as the Bohack Company did, and force competitors to a realization that packages five years or more old may be losing sales that newer packages might hold and multiply.

E. A. Charlton

There are many advantages when you get BOTH CARTONS and BOXES FROM A SINGLE SOURCE



Especially when that source is the great Burt plant. We can't list them all, but consider these:



The advantage of color control . . . every item in the line the exact same shade, always.

The advantage of complete design uniformity . . . both cartons and boxes being made from the same master designs.

The advantage of centralized control . . . in a great plant flexible enough to meet all your demands for delivery without sacrificing quality.

The advantage of Burt special cost-cutting machinery . . . exclusive with Burt, high speed machines that would be impossible in smaller plants.

When you think of paper packages—whether cartons or boxes—whether large or small—whether many or few—consult the planning and design experts of the F. N. BURT COMPANY. You'll like the way they work.

F. N. BURT COMPANY, INC.

500-540 SENECA STREET, BUFFALO, N. Y.

NEW YORK CITY—630 Fifth Avenue, Room 1461

CHICAGO
919 N. Michigan Ave.
Room 2203

PHILADELPHIA, PA.
A. B. Hebel
P. O. Box 6308
W. Market St. Sta.

BOSTON
702 Beacon St.

CLEVELAND, OHIO
W. G. Hazen
P. O. Box 2445
E. Cleveland, Ohio

SOUTHERN OFFICE
Frank D. Jackson
2150 Washington Ave.
Memphis, Tenn.

CALIFORNIA OFFICE
Louis Andrews, Hamilton Club
Grand Ave. & Wilshire Blvd.
Los Angeles, Calif.

Canadian Division—Dominion Paper Box Co., Limited, 469-483 King Street, West, Toronto 2, Canada

FOR YOUR INFORMATION FILE

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

A RECENT NEW BOOKLET just going into circulation is entitled "The Plus Value of doing business with Celluloid Corporation." Its purpose, according to Mr. G. H. Boehmer, general sales manager, is to get over to the trade a proper picture of the corporation's personality, its motivating spirit and its constructive contributions to the industry. All customers and prospects of the corporation's six divisions are receiving copies.

"MARKETING OPPORTUNITIES FOR LITHOGRAPHERS" is the title of an impressive 94-page booklet containing the addresses and reports presented at the recent 32nd Annual Convention of the Lithographers National Association held at White Sulphur Springs, W. Va., May 11 to 13. This material, informs J. C. Menkin, Educational Director, of the association, comprises a fine statement of the progressive and constructive policies of the association.

AN EXPLANATION of how Resinox molding powders are made and a brief outline on mold design, molding operations, mass production and mass acceptance of plastic products, is the comprehensive scope of the 24-page booklet attractively printed in two colors which has just been brought out by the Resinox Corporation. The booklet is entitled "Resinox Molding Material."

SHIPPERS WHO WANT ADVICE on "how to ship by air express," will find many suggestions of value in Packaging Handbook No. 2 just issued by The Hinde

and Dauch Paper Company, Sandusky, Ohio, in collaboration with the American Airlines, Inc. The use of corrugated fibre boxes obviates outside wrapping and greatly expedites packing, the booklet explains, because it is only necessary to "seal the box in the usual way, attach the address label, mark it 'Ship by Air Express,' and send it flying."

THE DECORATION OF TINPLATE is a subject which has been neglected, according to an announcement by the American office of the International Tin Research and Development Council, New York. In consequence, a monograph on tinplate decoration has been published, called Series B, Number 4, by W. E. Hoare, B.Sc. (Eng.). The booklet consists of 24 pages and has sections devoted to lithography, the process of tin-printing, the rotary off-set tin-printing machine, tin-printing inks, stoves and drying ovens, varnishes, the printing characteristics of tinplate and the design of printed containers. Copies may be obtained by writing L. J. Tavener, 149 Broadway, New York, N. Y., in care of the Council.

BARCLAY PAPER PRODUCTS, 373 Fourth Ave., New York, is introducing "Micacrystal," the newest development in transparent and colored cellophane. Complete transparency and a crinkled effect gives Micacrystal a distinctive sparkling appearance. This new material is available in a wide range of colors which adds vividness to the design and printed matter of whatever it packages or covers and makes it desirable for many decorative purposes. Micacrystal is adaptable to machine packaging, printing and for home-craft use. It is offered for gift wraps, book jackets, window display fancy boxes, and to packagers of perfume, cosmetics, candy, liquor and food products, where the attractiveness of the wrapping is of prime importance.

THE CONTINENTAL CAN COMPANY is distributing volume 3 of "Successful Packages," a compilation of its direct color advertising which gives manufacturers a cross section of an outstanding group of well designed packages. (See illustration below.)



LIGHT
AS A FEATHER

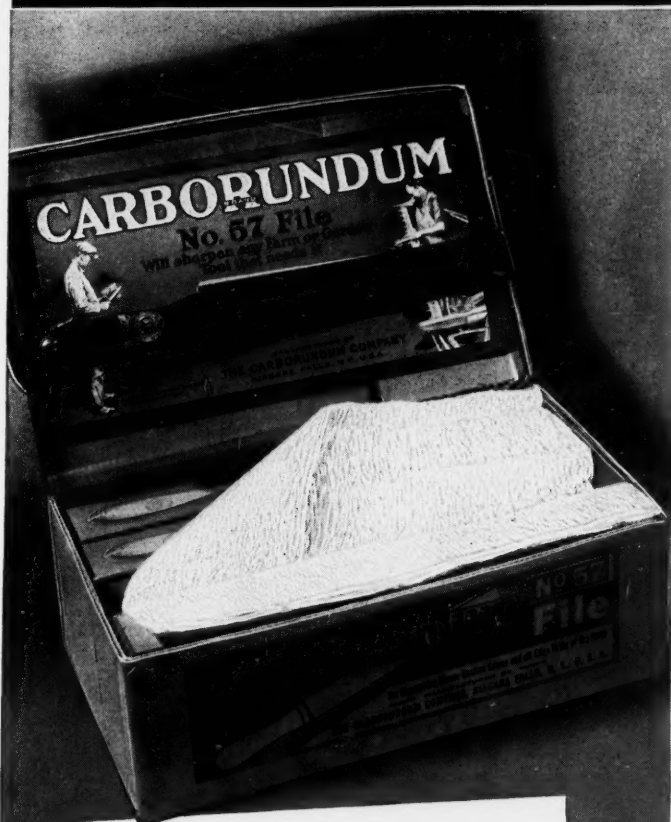
SOFT
AS WOOL

Kimpak
REG. U.S. PAT. OFF. & FOREIGN COUNTRIES
CREPE WADDING

ABSORBS
LIKE A SPONGE

GIVES
LIKE A SPRING

PROTECTS AMERICA'S "BEST SELLERS" AGAINST SHIPPING DAMAGE



CARBORUNDUM FILES ... A BEST SELLER protected by KIMPAK

When the Carborundum Company ships a box of files like this, it uses KIMPAK. Note how KIMPAK protects the special display file from shipping damage to itself and other boxed files.

■ There's one sure way to meet competition on the display floor which helps increase sales for the retailers and makes more profits for you. *Present your product looking its best*—as shipped from the factory or warehouse. KIMPAK CREPE WADDING will do this.

KIMPAK protects the beautiful finish of the modern radios and fine house furnishings, prevents breaking or chipping of dainty china, glassware, or whatever other delicate articles you have to ship. For furniture or fountain pens, cutlery or cosmetics, KIMPAK means safe delivery of your shipment.

This modern packing material comes in sizes and thicknesses to meet every shipping requirement. It is absorbent, clean, snowy-white, light, flexible, and as easy to use as a piece of string—no muss, no fuss with KIMPAK. Its low price will allow new shipping room economies. Its ease of handling will make new shipping room efficiency.

Learn more about KIMPAK. Mail coupon today for *free* portfolio of samples and illustrations of actual usage.

KIMBERLY-CLARK CORPORATION Neenah, Wisconsin

Sales Offices: 8 South Michigan Avenue, Chicago
122 East 42nd Street, New York City
510 West Sixth Street, Los Angeles



FREE! 1937 Portfolio of KIMPAK

KIMBERLY-CLARK CORPORATION, Neenah, Wisconsin MP-9
Address nearest sales office:
8 South Michigan Avenue, Chicago.
122 East 42nd St., New York City.
510 West 6th Street, Los Angeles.

Please send us the 1937 PORTFOLIO OF KIMPAK.

Company

Address

Attention of

Our product is

BEST SELLERS MUST *Be Good* AND *Look Good!*

MENNEN ANNOUNCES THE "GADGET" and Ridgelo is helping sell it!



Ridgelo
CLAY COATED

Look at this useful combination offer...no wonder men like it! Look at the novel compact display container that sells it...no wonder it's winning front position. It packs complete. Setting up is as simple as opening a book.

The strong, pure white Ridgelo clay coated boxboard lends itself to rigid packing that protects the merchandise. Ridgelo means the brightest printing, the highest attention value possible. Your cartons and displays can be just as impressive! Bigger returns make Ridgelo cartons pay!

"Used by leading converters everywhere"

This display was designed and made by the International Folding Paper Box Co., Inc., North Bergen, N. J.

RIDGELO—"THE BEST KNOWN NAME IN BOXBOARD"
MADE AT RIDGEFIELD, N. J. BY LOWE PAPER COMPANY

Representatives: E. C. Collins, Baltimore • Bradner Smith and Company and Mac Sim Bar Paper Company, Chicago • H. B. Royce, Detroit
Blake, Moffitt & Towne and Zellerbach Paper Company, Pacific Coast • A. E. Kellogg, St. Louis • W. P. Bennett & Son, Toronto



DECALCOMANIA a well-known display medium that is due for increased popularity for both packaging and display

***Decalcomaniac*—one who practices the art or deals in Decalcomanie.**

Webster's Dictionary

DECALCOMANIA is one of the least known and most often seen forms of display. The average man comes into contact with it at least fifty times a day, from the moment when the alarm clock bell brings his rudely awakened eyes into focus on a decal-decorated clock-face to the minute when he switches off the decal-marked dial of his nightcap radio set.

As he dons his socks he finds, over toes and heels an application of the decalcomania process used to imprint the brand or size of the woven fabric. The nameplates

on his piano, his radio, his telephone and his car are likewise decalcomania. A large part of the decoration on his furniture, particularly on children's kitchen and bed-room suites, is once more produced and applied by the decalcomania process. So, too, is the decoration on the chinaware from which he drinks his coffee.

If he is a farmer, every machine he uses and a very large proportion of his tools are either identified or decorated with decalcomania. Should he enter a store, he will find from one to fifty decalcomania decorations on doors, windows, counters, mirrors and other fixtures or on permanent wood or metal displays. Even on packages he will find a growing number that use labels of the transfer or decalcomania types, particularly on bottles, metal boxes and molded plastic containers intended for permanent or semi-permanent use. The vast

majority of fleet-owned delivery trucks which bring him every item of his daily needs are not decorated by hand nor by a stencil process, but likewise by the versatile multi-color decalcomania.

And yet, for all the multiple industrial applications of this unusual medium, the average man's sole conscious contact with decalcomania has occurred way back in early childhood, when he astonished his school mates by tattooing the back of his hand with a decalcomania—or as he called it, a *calcomaniac*—of Sitting Bull or Charlie Chaplin.

In spite of the vast general ignorance about Decalcomania, the natural advantages offered by this process of color or decoration have won it a growing position in the fields of merchandising and display, and have, within recent years, begun to open up additional fields in package decoration and labeling. Before the packager and merchandiser may consider this medium, it is well to study its advantages and its limitations.

The art of producing decalcomania is so highly skilled and the process so exacting that production speeds are relatively slow; particularly when compared with modern high speed printing and lithography. Thus, for most purposes, the use of decalcomania would be prohibitive in cost; particularly when the package or display is intended for only a short life.

However, when extreme durability of color (particularly when under adverse conditions) is of major importance, no method of decoration offers the advantages of the decalcomania process. Decalcomania transfers enable the reproduction of advertising messages upon glass, metal, wood, etc., a proceeding which would be uneconomical if painted by hand. Even where hand painting might be considered as an alternative, the lower

cost of decalcomania gives it an advantage not easily out-balanced, and, as in the case of truck decoration, the speed with which the decalcomania may be applied serves to provide a further cost saving over any other type of decoration, which has induced its almost universal use in this field. In every one of the instances cited—and all those others in which decalcomania transfers are used, there is an element of permanence—not merely permanence, but permanence plus excellent appearance—which plays an important part in inducing the choice of this unique process.

The decalcomania industry today in this country has become almost universally "Americanized." This was not always so, for during recent years a large proportion of the decalcomania decorations used—even those for advertising purposes which specified American advertising messages—were made in Germany, France, Great Britain or Belgium. However, the difficulties inherent in this long-distance manufacture served to foster the growth of the American industry. Particularly during and immediately after the World War, the predominance of American decalcomania manufacture for the Western markets became established.

The decalcomania process was first invented by a Frenchman (according to the scant records available) about the year 1850, although some authorities trace it back some years earlier. As is characteristic of the Germans, they "took over" what the French had invented, and improved it. Thus, *decalcomania* became the *decalcomanie*.

As early as 1860, decalcomanie transfers were being used by the fashionable ladies of France and England for decorating vases, pottery, tables, chairs, trays and many other articles. "The Queen," a magazine of the



Top row: A graphic demonstration of two of the major advantages offered by decalcomania and related types of window advertising. Note how the valance remains visible after the dusk has blotted out the sign above it. Note its long life compared with other units that likewise remain visible at night. Photos courtesy U. S. Color Process, Inc., which manufactured the valances here shown



Second row: Two "reminder" decals for store doors, produced by the American Lithographic Division of the United States Printing and Lithograph Company. These are two-faced types with messages for both sides of the door

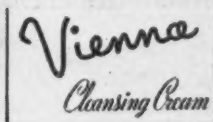


Third row: Two window "spots" produced by Rayner-Consolidated Decalcomania Company. The use of the package as an illustration is widely practiced in all forms of decal work



Two cooperative decals provided the grocery trade by the makers of Old Dutch Cleanser and made by the Meyercord Company

Opposite page: Applying the decal is simplicity itself. The stages are, respectively, moistening in warm water for about fifteen seconds, positioning, sliding off the backing paper and clean up



Top group: A window unit, product decal and package label, respectively, all produced by the American Decalcomania Company

Second group: Two transparent labels, a large package reproduction for store-door use and two product nameplates, all by Palm-Fechteler and Company

Sixties, stated that there were "few employments for leisure hours which for the past eighteen months have proved either so fashionable or fascinating as decalcomanie." Another publication, in 1865, refers to the "potichomania" craze. Thus, the suffix "mania" took on an additional meaning which in this age of more subtle amusements must seem decidedly quaint.

Decalcomania, today, is made with the aid of the old fashioned flat-bed lithographic stone press, which permits of the exacting registrations and the high quality workmanship requisite for this field. Although color printing, as practiced today, is an exacting process requiring highly skilled workmen and the best of equipment, its requirements in this regard are secondary to those of the decalcomania process. Decalcomania is the last word in fine color printing, great care being required to get exact registration of every one of the many colors and impressions that may be required for a single job. Thus, the press must not travel too fast, and the speed that has become a paramount advantage of the more modern presses for lithography and printing would actually serve as a drawback when most forms of decalcomania are concerned.

A decalcomania is essentially a film of one or more layers of ink, varnish, backing, etc., applied to a paper whose sole function is to carry the film up to the time when it will be transferred to its permanent position.

Thus paper stocks for decals differ greatly from those used in ordinary lithography.

Decalcomania papers have a gummed surface composed of gum arabic and water, which is usually mixed in equal parts and coated on to the paper on a satining machine. It is upon this coating surface that the inks and oil-paint colors are printed. Later, when the colors are to be transferred to their final position on display, window or fixture, the decalcomania is dipped into water, the gum softens and the color is released from the paper to assume permanent contact with the new surface.

Decalcomania designs are printed either "face-up" (positive) or "face-down" (negative). On "face-up" transfers a solid coating of heavy white is first printed on the gummed paper. This is repeated through several impressions until a backing has been deposited on the decalcomania thick enough to insure a sturdy support for the actual design. Each one of the individual printings must be thoroughly dry before the next impression is put on, thus accounting for one of the main cost factors in decalcomania preparation. Such standard printing practices as piling or slip-sheeting will not do with the heavy ink coats required for decals. Hence, each sheet must be picked up by hand and stacked on a chicken wire screen. These screens, holding at most a few sheets each, are stacked as high as the operator can reach, and then trundled out of the way for a new stack-

25TH ANNUAL SALES CONVENTION

MAKE YOUR
SALES QUOTA



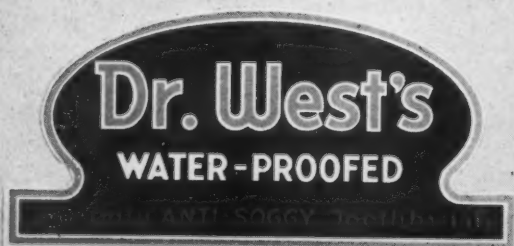
THIS YEAR WE HAVE
NEW PACKAGE DESIGNS

SALES MEN know the value of a good package—one that helps sell itself across the counter. There is more interest in this subject today than ever before... yet for years Heekin skilled artists and designers have assisted hundreds of sales and advertising managers to improve their metal packages by new,

colorful, modern designs. Heekin grinds its own colors and blends them perfectly before they go on the huge metal presses. Let Heekin give you the individual service that keeps old customers and makes new ones.

THE HEEKIN CAN CO., CINCINNATI, O.

HEEKIN CANS
LITHOGRAPHED
WITH HARMONIZED COLORS



ing operation. Naturally this places distinct limitations on speed of production and demands large areas of storage space.

Following the solid backing applications, the sheets pass again through the press for the several coats of color—sometimes as many as twenty—that make up the actual design, and finally receive a coat of transparent lacquer, screened over the face of the design—often by a silk-screen process. Last of all comes a special adhesive coat completing the operation.

Designs of the negative or "face-down" type are, naturally, printed in reverse order, the visible colors being printed first followed by the backing colors. Today, more and more transfers are of the "positive" type as the transfer into final position is quicker, and hence less expensive by this method. However, when open letter transfers are required—i.e., designs with large open or transparent spaces—the "negative" type must be used, since otherwise the letters would break apart and move out of position without the underlying varnish coat to hold them together.

The foregoing description has been highly simplified and hence cannot begin to treat of the many variations of the process called for by different types of work. Seemingly it is an extremely costly process. Yet any consideration of cost must not be made in comparison with ordinary printing or lithography, for the purposes of the decalcomania and the effects gained through its use are completely dissimilar from these media. Cost comparisons must be made rather between decals and the cost of the alternative method of hand painting. Thus on a truck, which would cost at least fifty dollars if painted by hand, the decal cost, applied, would seldom run over ten dollars.

Eight varieties of dealer identification decalcomanias produced by the Meyercord Company. The cars are likewise Decal decorated, usually at a pronounced saving over hand painting with immeasurably finer color and detail. Note particularly the number of package reproductions on the cigarette truck

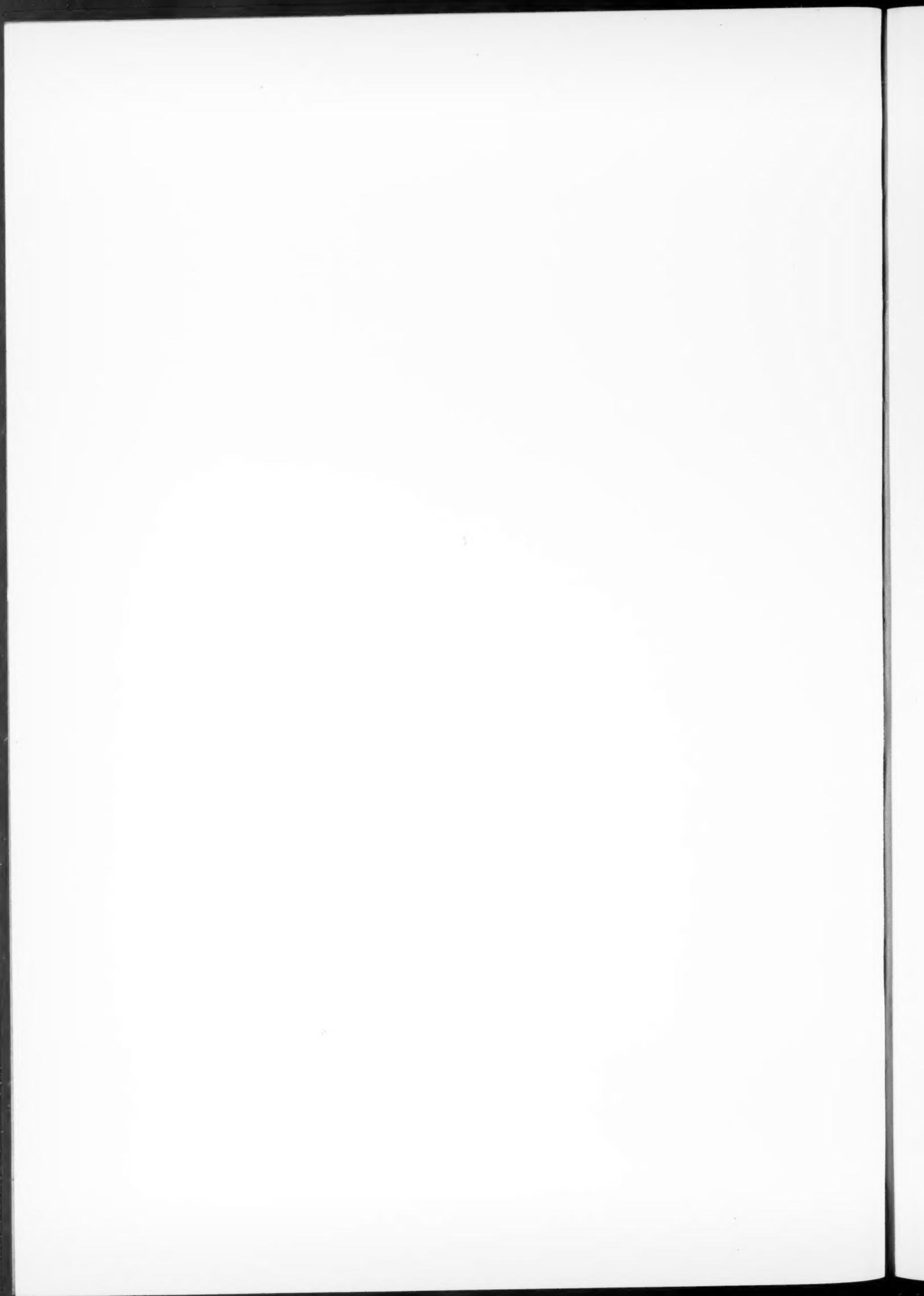




To manufacturers of packaged goods, the container is of prime importance. It must both protect and suit the product. It must be easy to fill, handle and ship. Often it must fulfill special retail requirements. But most

important, it must help sell the product—have “eye-appeal” and make the product obviously convenient to use. CONTINENTAL’S packaging service is available to any manufacturer with a packaging problem.

CONTINENTAL CAN COMPANY





GENTLEMEN:

Just a moment . . .

It may be a beautifully etched box to dress a fine grade of chocolates or a dainty little one to intrigue Miss America into favoring your particular brand of rouge.

Whatever it may be, if it can be displayed best in a plastic container, Kurz-Kasch should mold that container for you.

Why Kurz-Kasch? Because Kurz-Kasch have the facilities, and molder-artists to whom the production of a perfect piece is a real satisfaction.

Consult Kurz-Kasch on your molding problems and requirements at once. Experienced workers in all the favored materials, bakelite, plaskon, beetle, etc.

KURZ-KASCH, INC.
DAYTON OHIO

Branch Sales Offices

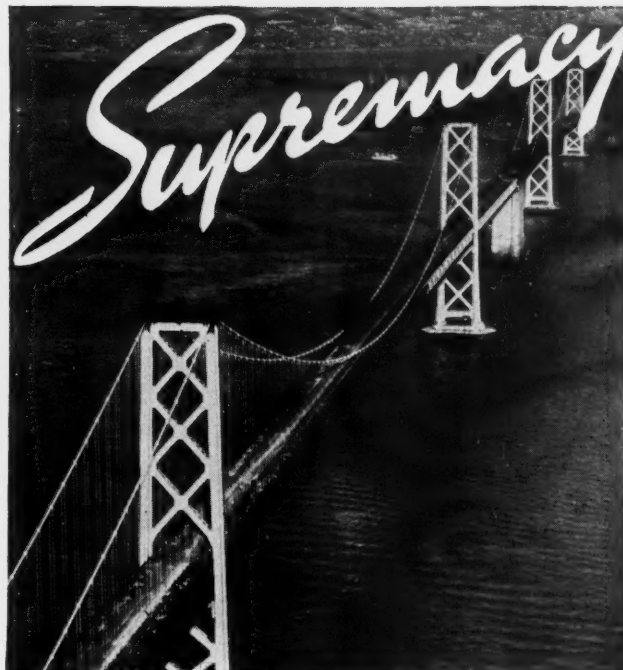
New York
St. Louis

Chicago
Los Angeles

Cleveland
Dallas

Detroit
Milwaukee

KURZ-KASCH Inc.



*The San Francisco-Oakland Bay Bridge
stands as a majestic achievement
of engineering and
building skill.*

ARABOL GUMS · GLUES · PASTES

in a corresponding though less spectacular way are examples of modern perfection . . . and the standard by which leaders in every industry have been guided for over fifty years.

Whether your requirements are large or small Arabol is always glad to offer suggestions or furnish samples that are specifically suited for your adhesive operations.

*For information about special adhesives
for the Packaging Industry*

ADDRESS DEPARTMENT M

THE ARABOL MFG. CO.

110 East 42nd Street • New York

Chicago • Philadelphia • Boston
New Orleans • San Francisco • Seattle



Decalcomania is finding growing application in the package-label field. From left to right, three cosmetic packages with Meyercord decal labels, two with Rayner-Consolidated open lettering labels and a third of similar type by Meyercord

So, too, must consideration of the time element induce comparisons, not with printing and lithography, but with the slower hand decorative processes. Thus, it takes—usually—twice to three times as long to produce a decalcomania as it does to make an ordinary lithograph. But, the application time of a decalcomania is far less than that required with hand painting. Consider, for instance the problem of tying up a ten ton truck or a store's windows for the several days required for a painting job, as compared with the few hours requisite when decals are applied. Thus any process, even approaching decals in durability and beauty, involves far more time and expense in application whereas less costly processes offer compensatingly less in effect and in durability.

The non-packaging and non-display uses of decals are many and growing, but have only an academic interest to the readers of MODERN PACKAGING. Within the display and packaging fields, however, the decalcomania process is showing its greatest forward strides today.

One of the longest exploited fields and the one most thoroughly dominated by decalcomania is that of window and door display. Here, for generations, large advertisers have captured valuable permanent display billboards by the use of so-called "cooperative" decalcomanias. Perhaps the most familiar of all are those used by Ex-Lax and Coca-Cola but hundreds of firms, in almost every field, use this advertising medium. The decals here are of three types. The central figures feature the trade mark, slogan or package of the sponsor. Additional but subordinate side panels feature the services or products available in the store, while a third class of panels are merely decorative and serve to fill the spaces between the other two kinds to form a continuous window valance. It is through the use of these decorative panels—so designed that they may be cut and used in any desired length—that the decal valance is adjusted to the varying sizes of store windows.

For eye-level position on doors or windows, smaller signs are made, usually featuring only the one product

or line of the sign's sponsor. Although, even here, there seems to be a growing tendency towards the "cooperative" decal which either features other items sold in the store or carries some "good-will" slogan such as, "Thank you—call again." Another type is made with two-faces, one to be seen through the glass of a door and the other seen from inside. Here the cooperative message is usually printed on the inner face and the sponsored advertising on the outer, although manufacturers often use the inner face as a purchase reminder for staple items.

In recent years, to a growing extent, the decalcomania has been moving *inside* the store where it is used on walls, counters and other fixtures to identify various departments—usually on a "cooperative" basis. The use of decal decorations on permanent and semi-permanent displays has likewise shown some growth, although here competition is keen from such other processes as printing, lithography, silk screening, die-stamping and embossing.

A more recent development has been that of applying small decals to packages as labels. Here advantage is usually taken of the transparency of the lacquer backing attainable in a decal, permitting the application of delicate lettering—in multi-color effects—without obscuring the color of the package or product below. The product shows through the label as well as the glass. There is also a growing application for containers designed for long and heavy use or those in which the spilling of the contents might damage an ordinary label or stain the paper on which it is printed.

The full variety of decal applications may be best appreciated by reference to the accompanying illustrations. Note particularly the fidelity with which they reproduce products and packages—a characteristic which looms all the more important when consideration is had of the long life of such displays.

Decals are definitely no cure-all for the packager or display man. They fall far short of replacing or setting aside both the mass production types of displays—



**LOOK IN YOUR
SHIPPING ROOM**
to see what
**MAKESHIFT ADHESIVES
ARE COSTING YOU!**

They may seem to work right on the production line. They may even cost a few pennies less, though they seldom do. But, if you really want to know what you're paying for makeshift adhesives, look into the room where return packages and damaged goods are stored.

Many manufacturers have found that the assurance against such damage and returns which UPACO adhesives provide, is in itself a commanding reason for using no other materials. But, beyond this, UPACO users gain advantages on the production line... fewer rejects, faster production, lessened waste, lowered spoilage! And, to top it all, they command the constant service of UPACO'S famous research laboratories, for twenty years and more the leaders in developing special adhesives for special needs.

**TO LOWER PACKAGING COSTS
CALL IN THE UPACO ENGINEER**

UNION PASTE CO.

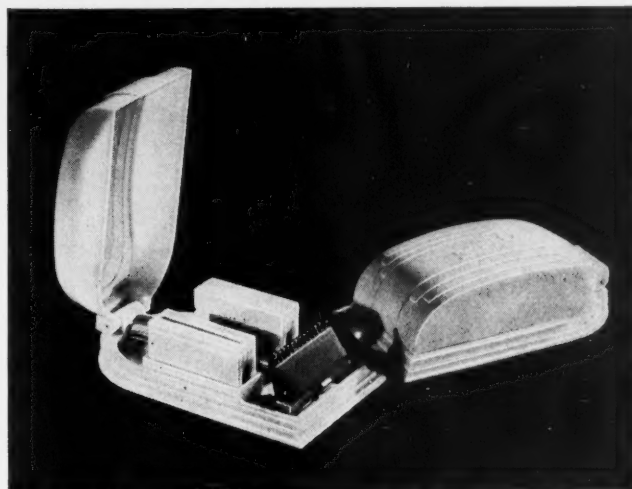
200 BOSTON AVE.

MEDFORD, MASS.

Again
GEM SELECTS BEETLE!



● Last year the Gem Safety Razor Company launched a sales campaign with a new, smartly designed case molded of Beetle.* Successful? People were stopped... sold... pleased! They liked the smooth, clean quality look of the package. Sales climbed. So successful was the campaign that Gem again selected Beetle for their 1937 case, a brand new design with the same Beetle beauty appeal.



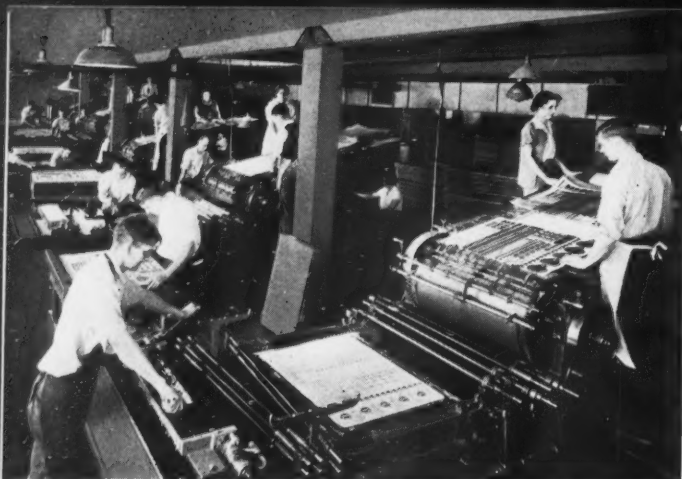
● Beetle does things for merchandise. It lifts a product salesward. It can do the same for yours. Are you contemplating an improvement in package or product design? We will welcome an opportunity to prove how adaptable, economical and sales-worthy Beetle is.

*Trade-Mark of the American Cyanamid Company applied to urea products manufactured by it.

BEETLE PRODUCTS DIVISION OF AMERICAN CYANAMID COMPANY
34 ROCKEFELLER PLAZA, NEW YORK, N. Y.

Beetle

IT'S ALL COLOR AND IN ALL COLORS



Top: Flat-bed decalcomania presses at the plant of the Meyercord Company. Center: A battery of rotary presses at the same plant, a rather unusual procedure in the Decal field. Bottom: The output side of a battery of flat-bed presses. Note the chicken-wire racks upon which the treated sheets are stacked

lithographed or printed—and the custom made silk-screened or painted displays. But, within the limitations of their own inherent advantages, they have a field whose importance and growth is limited principally only by the ingenuity with which designers and manufacturers apply to their creation.

Glossary of Decalcomania Terms

Backing Paper: The paper on which a decal is printed and from which it is transferred to the surface (glass, wood, metal, etc.) on which it takes permanent position.

Ceramic Decals: A special type for application to glass or porcelain. Instead of oil colors mineral pigments are used. Transfer is fused onto surface by firing at from 1000 deg to 1650 deg. Absolutely permanent, but little used for display or package purposes. (See Push-Plates)

Coating: The gummed surface which is applied to the backing paper before printing and which softens on immersion in water to permit the transfer to part from the backing.

"Cooperative": Any sign or display advertising both the product of the sponsoring manufacturer and the merchandise or services of the store permitting its use. In decals or transparencies, these are usually made in separate units which are assembled as space permits.

Double Printed Transfer—or Double Printed Transparency: A type printed with two messages separated by an opaque coat or coats of ink or "paint," thus affording a sign that can be read from both sides of a glass surface. Message and illustration may vary from one side to the other.

Duplex Paper: A heavy backing paper to which is laminated a very high grade of thin or tissue paper on which, in turn, is coated the decal solution. The heavy paper gives support to the tissue sheet when it goes through the press and in placing the design in proper position on the object.

Engradel: Trademark name of transparent label produced by Palm, Fechteler & Company. Not a decal or transfer but printed on cellulose and hence transparent when applied as a label.

"Face-Down": Connotes negative transfers. (See negative)

"Face-Up": Term used for positive transfers. (See positive)

"Filler Panels": Decorative panels so designed that they can be cut down to connect two or more display panels or a display panel with the end of a window.

Flat-Bed Press: The type of press most frequently used for decal production. The bed contains the printing stone and moves back and forth in reciprocating motion to contact the sheets which are fed over a cylinder. (See Stone; Rotary Press)

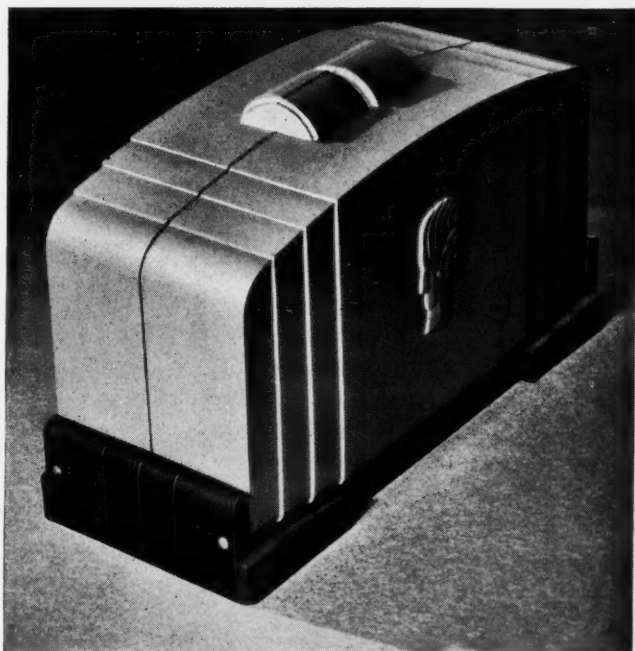
Load-Pullers: Term applied to press-workers who take sheets as they leave the press and place them in the racks. More skilled than it sounds.

Nameplates: Small decals for use on permanent displays and in other positions where name identification is important.

Negative Transfers: A type in which the design is reversed (seen as type in a mirror). Particularly used for

It's all in Knowing How

Whether it's a dual-purpose container for the holiday trade or a year round sales booster, you'll get the most for your money in eye appeal and satisfaction if you come to Auburn. Every day Auburn Button Works applies time-proven principles in cost-cutting economy, at the same time turning out molded plastics that have a reputation for unapproached quality. It's simply the result of Auburn's sixty years of growth with the molded plastic industry—sixty years of learning how to do a better job, more economically. Whether it's a problem involving the use of plastics in an untried field, one of design, or simply of on time delivery, Auburn Engineers have the experience that assures its satisfactory solution.



Packages, made of molded plastics in any colors or color combinations, that will increase your sales to the Christmas trade, may still be obtained on time . . . if you place your order now.

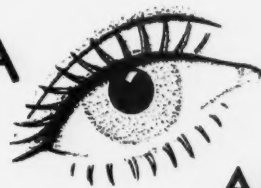
Established 1876

MOLDED PLASTICS DIVISION OF
AUBURN BUTTON WORKS, Inc.
AUBURN, N. Y.

Don't forget the

EXTRA

of



APPEAL

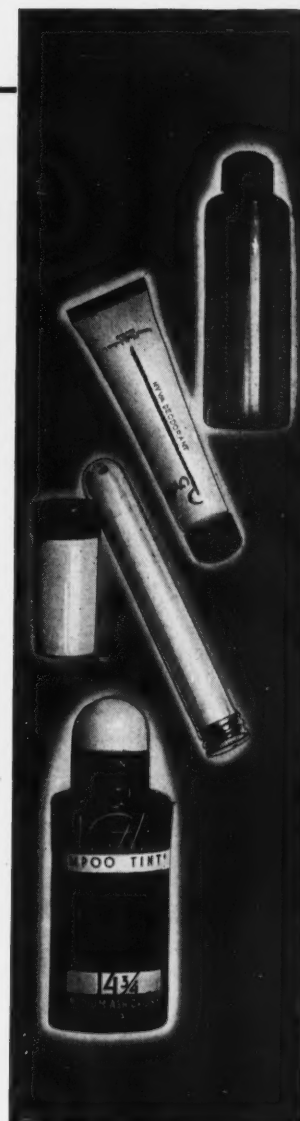
LUSTEROID

Containers!

CERTAINLY, Lusteroid Containers provide multiple advantages in manufacture and in use. They're lighter—that means less shipping expense, less protective packing, lower charges all down the line. And they're break-proof—which means a double saving on containers, no spoilage, no returns! They're easy to pack and easy to ship and easy to use in the home.

But that's only half the story. Time after time, in tests and under actual selling conditions for dozens of products, Lusteroid containers have proven that their glistening, smooth, resilient surfaces, beautifully printed, possess an eye appeal otherwise unattainable.

Check up on Lusteroid. If you've never seen these remarkable containers . . . send for samples and details. And, if you know Lusteroid containers—as of three or four years ago—check up on the many new developments we've made since then.



LUSTEROID
CONTAINER COMPANY, INC.

Formerly Lusteroid Division of The Sillcocks-Miller Company

10 PARKER AVENUE, WEST
SOUTH ORANGE, NEW JERSEY

open letter work where the transparent lacquer coat (put on last) holds the letters in place.

Opacities: Similar to transparencies but opaque and with message on two sides. (See Double Printed Transparency)

Positive Transfer: A type in which the top of the design is exposed (i.e., reads like printing when still on the backing paper). Usually applied to back face of glass and seen through the glass.

Push Plates: Ceramic decals (see above) are sometimes fused onto porcelain enamel to form permanent signs where great wear is expected as in push-plate signs attached to doors.

Racks: Wood frames holding chicken wire onto which the sheets are put as they leave the press. When stacked, these prevent damage to the delicate undried coating and permit air circulation to hasten drying.

Registration: The process of differently colored parts of a design in their correct positions. Always a printing problem, this is more than ever so in decal work, where a single "off-register" may ruin thirty previous printings on a sheet.

Rotary Press: A modern type of press having a higher speed than the older flat-bed press, used by at least one company for certain types of work.

Simplex Paper: An absorbent paper stock, specially made for decalcomania use and coated with the decalcomania solution.

Slide Off Transfers: Principally used for nameplates, these positive transfers literally slide off the backing paper onto the product or display when moistened.

Squeegee: Rubber roller used to force contact between transfer or transparency and surface to which it is applied and to eliminate air-pockets.

Stone: Most decal lithography is carried on using the original lithographic stone method. The stone is so treated as to accept ink in desired places and reject it in all others. After use, the stone is shaved clean and built up to the proper height from below, usually with slate sheets, permitting re-use many times over with different designs.

Transparency: A sign affixed to window or other glass, printed on paper—the paper remaining as part of the permanent sign. Usually printed on both sides for double visibility both inside and outside of store. Contrasts with decalcomania which is a film transferred from paper backing onto glass or other material.

Truck Transfers: Decals designed for application to truck bodies—usually used by fleet owners or by retailers to advertise an agency for a nationally known product.

Valance Sign: A sign, either painted or of decalcomania applied to the entire top portion of a window.

Varnish Applied Transfers: A type for use on outdoor installations, trucks, trailers, etc., applied by coating transfer with thin coat of transfer cement before placing on surface to be decorated.

HELPING CONSUMERS SAY "YES"

(Continued from page 100) announcement of a new product or line of products or the dedication of a new plant. There is one bakery that frequently brings out some novel or re-use package for no special occasion at all other than as a sales stimulator, and to get the public talking about the bakery. The broadest field in novelty bakery packages lies in child appeal. A container full of cookies that may be quickly converted into an attractive toy is usually the most effective. These are not to be confused with premiums, but are packages intended to contain a considerable quantity of merchandise, such as ten, twelve or sixteen ounces of cookies, cakes or candy. They are beautifully printed and are made in novel shapes and construction such as trucks, drums, houses and even whole villages. However, above all the novelty package should be a part of a definite and carefully worked out merchandising plan. It is not enough to simply say, "Let's put out a novel package." Careful consideration must be given to such points as the season of the year and the lasting qualities, if the package is intended for re-use.

One outstanding advantage of the novelty bakery package is that it enables the baker to obtain a larger margin of profit than he would for the same product in conventional packages. For example, a novelty package such as a doll house, could be developed and made very attractive to children. It could be filled with twelve ounces of small and dainty cookies that ordinarily would sell for fifteen cents. Now the surprise comes when the baker finds that instead of the added penny or fraction becoming a handicap, it actually permits him to sell the fifteen-cent value for twenty or even twenty-five cents allowing not only a profit on the cookies but on the container as well.

Observation of a great number of novelty bakery packages has proven their merit. Of course there have been failures, but I have yet to see the failure of a novelty package that was the outgrowth of an intelligent merchandising idea, cleverly and soundly designed, and "followed through" by the sales department as originally planned. The trouble with those that have failed is that some individual or department who was not "in" on the original plan, failed to appreciate or understand the purpose and advantages of the plan.

The novelty bakery package may take many forms. It can be a country store, or a lunch box for school, after its service as a container is finished, or it can be a drum, or a delivery truck. The advantages and benefits are as varied as the forms the package may take, but one factor is the same in every case and this point cannot be over-emphasized.

Packaging of any kind is advertising of the highest order and the baking industry, as well as every other industry, must recognize the tremendous potentialities of point of sale advertising. Only through being open-minded and receptive to the art, can they hope to harness this power and turn it into dividends instead of headaches.

RESINOX

MOLDED PLASTIC DEVELOPMENTS ★ ★



HERE IS A MERCHANDISING SUCCESS STORY

Ben Burk, producers of Old Mr. Boston liquors, are famous for their packaging art. The above closure illustrates how a realistically sculptured design in trade marks can be molded with Resinox. Closures molded of Resinox are odorless, have high torque strength, and are available in a wide range of attractive colors. The closure illustrated was molded by L. Mundet & Sons of Brooklyn, New York.

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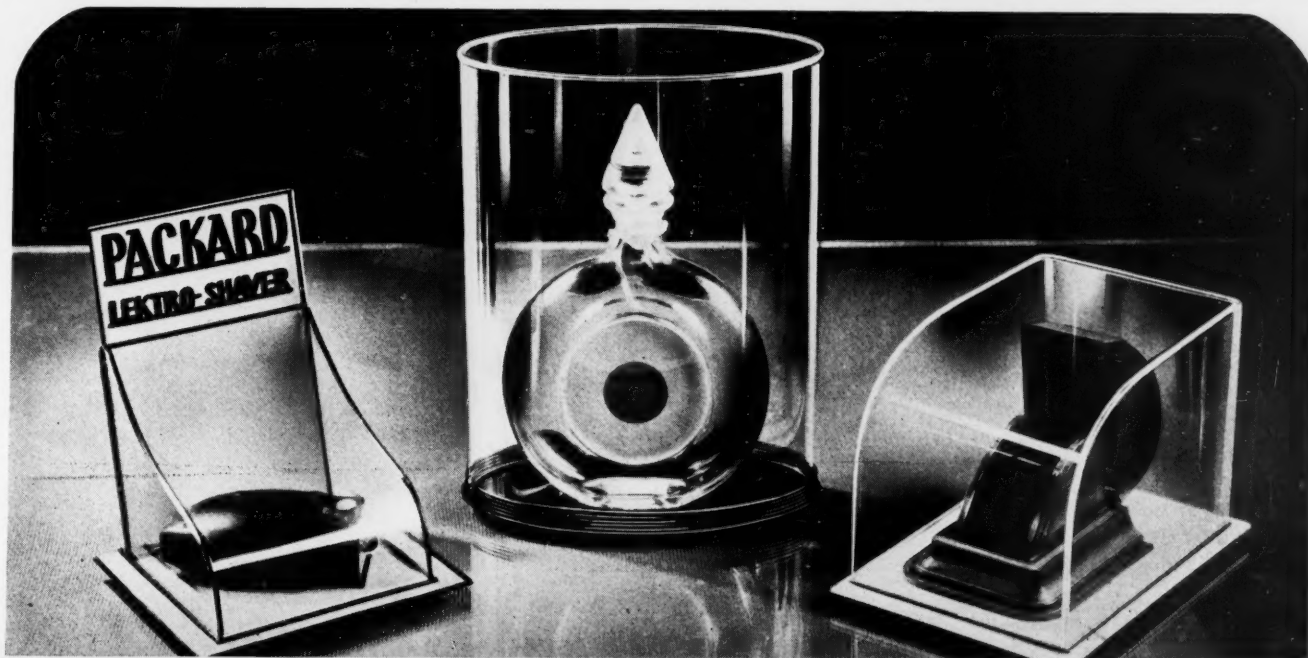
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MODERN PACKAGING
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GROUND: A DISPLAY DEALERS ASK FOR

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ANY NEW OUTLETS OPENED

WATERBURY, CONN. The Ingersoll
Waterbury Company adopts new dis-

*Here are facts about
the Ingersoll display
that's making history.*



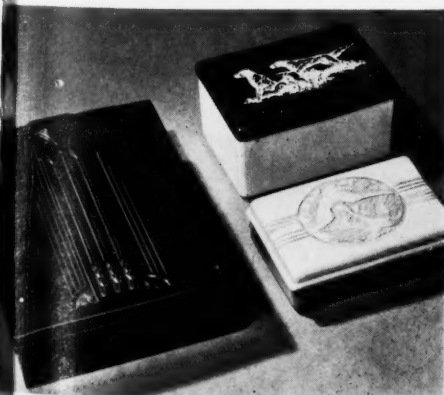
HERE'S no one more hard-boiled about displays than the average druggist. He gets dozens of them thrown at him a week. But when he sees one that will really do a job, make money for him . . . watch him snap it up! That's how Ingersoll figured the situation. So they created a marlet Durez watch display that fits on crowded counters, requires a minimum of space but attracts a maximum of interest. It's light in weight, won't grow shabby and features an integral molded change tray.

The display clicked with druggists immediately. It has received featured positions in stores all over the country . . . and it's doing an outstanding selling job. But more important even

than securing a major sales increase (we're quoting Ingersoll's General Sales Manager), "The tray has been of great assistance in opening up many new outlets for our product."

This is just one example of a merchandising success made possible by molded Durez. Whether you are interested in displays or packages, you should investigate Durez' advantages. It has unlimited design possibilities, a chip-proof and permanently beautiful finish. It is strong, chemically inert . . . available in a wide variety of eye-catching colors. For further information about Durez, and copies of free monthly "Packaging News" write General Plastics, Inc., 129 Walck Road, North Tonawanda, New York.

The Modern Packaging Material
DUREZ



Like the intricate engraving, these Gorham pens, like all Durez moldings, come from the formed and finished, complete even to the lustrous surface.



Achieving new convenience in small packages, the Terkelsen tablet vial is shatter-proof, pleasant to touch, molded of colored Durez. There's nothing to unscrew . . . a twist of the top opens or closes it.



Up to sixty per cent lighter than conventional containers, these Dermalure jars are made in three pieces, have an insulating air-space between the outer and inner shells.

MODERN PACKAGING'S NEWEST IDEA
PLASKON *plus* **LUCITE**



PLASKON

Distributed by Glastex Products Co.
Molded by Boonton Molding Company

Plaskon presents the newest idea in packaging—Plaskon plus Lucite! Pictured above is the Observatory Box—first example of this notable wedding of plastics.

Its reception? More than 100,000 boxes ordered within two weeks of introduction. The moral? Try Plaskon—the packagers' plastic—and assure results.

MOLDED COLOR

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